BROADCASTING

Broadcast Advertising

PUBLIC LIBRARY
JUL 3 - 1942
DETROIT

"NO, DEAR, IT'S THE SURVEY I WANT!"

● Maybe you think that Oscar, above, is stupid. But how would *you* like to have the results of a really authentic Iowa radio audience survey which tells *what percentage of radio listeners write to their radio stations, and why?* How would you like to know exactly what stations are "listened to most" —and where? How would *you* like to know the relative popularity of various stations *at specific hours?* What percentage of radio listeners read magazines? Are movie fans also good radio fans?

You can soon have this information. The 1942 Iowa Radio Audience Survey—result of personal interviews with nearly 10,000 Iowa families—will be released in a very few days. It gives the answer to almost every question you can ask about Iowa radio listening habits—summarized and also broken down by place of residence (urban, small town and rural), sex, age-groups and educational levels. It is one of the most outstanding pieces of radio research that has ever been made. Write and let us reserve a copy for you, now. No cost, and no obligation. Address:

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

XUM

YOU THINK THAT'S SOMETHING? THE WLS MAIL IS LIKE THAT EVERY DAY IN THE YEAR!

SURE—in a way we are joking. But the volume of mail we get for commercial sponsors is no joke. It's exceptional! Consider the case of a trade school, for example. They received 15,663 inquiries in 16 weeks, asking for information on their job-training courses. The schedule was announcements only, 113 in all, run in the very early evening with a few Sunday daytime. The result—15,663 good, qualified leads. That's the response so many get to their WLS advertising. We have a score of other examples that *WLS Gets Results*. Just ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

NOW AS ALWAYS . . .

the STANDARD LIBRARY

is DEPENDABLE!

In these uncertain times, it is good to know that some things can be depended upon . . .

. . . *the Standard Program Library, for example.*

Today, with schedules shaky, with manpower—and womanpower too—donning khaki, station managers find ever-increasing reason to be grateful for the unvarying dependability that is Standard.

For Standard goes right on maintaining the musical and technical excellence of its basic library, turning out monthly releases sparkling with freshness and rich in showmanship . . . and finding time to put through such outstanding achievements as converting the entire library to Orthacoustic recording.

Yes, it's good to know that your Standard Program Library is always there, an almost inexhaustible source of good music, high in listener interest, and readily transformed into innumerable musical program ideas with a minimum of time and effort.

KEEP 'EM V SPINNING

★ *Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

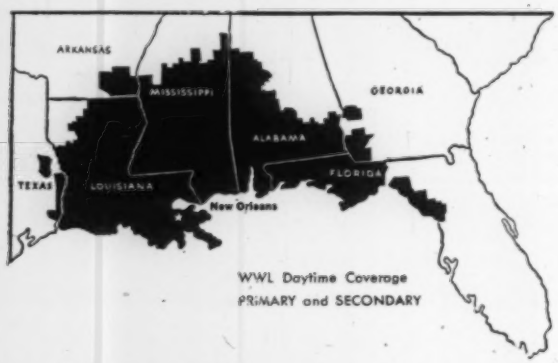
6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Rooters from Brooklyn . . .

Sales for you right here . . .



You get both with:

WWL NEW ORLEANS

50,000 watts - - clear channel

Even Dodger-mad Brooklynites sometimes listen to WWL, New Orleans, as our fan mail proves. We've received letters not only from Flatbush, but from all over the U. S., as well as Canada and Alaska.

It's bonus coverage for you. But what makes WWL the No. 1 buy in the deep South is its home-market mastery. To "own" New Orleans, sell via New Orleans' own favorite, WWL . . .

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 1 JULY 6, 1942

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Published every Monday, 53rd issue (Yearbook Number) Published in February

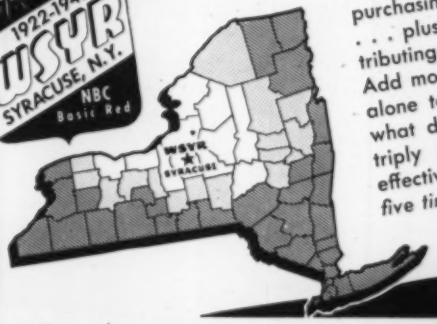
It's easier to buy KFAB. More profitable! KFAB listeners flood advertisers with cloudbursts of business. Put a rainbow in your sales books! Use KFAB to pour your message into the rich farm markets of Nebraska and neighboring states. We're not rationing time . . . but better call today for the sunniest spots on our schedule.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB LINCOLN

You get All Three in CENTRAL NEW YORK

20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC Basic Red



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REPRESENTED BY RAYMER

The Perfect Combination
5000 WATTS at 570 KC.

WSYR

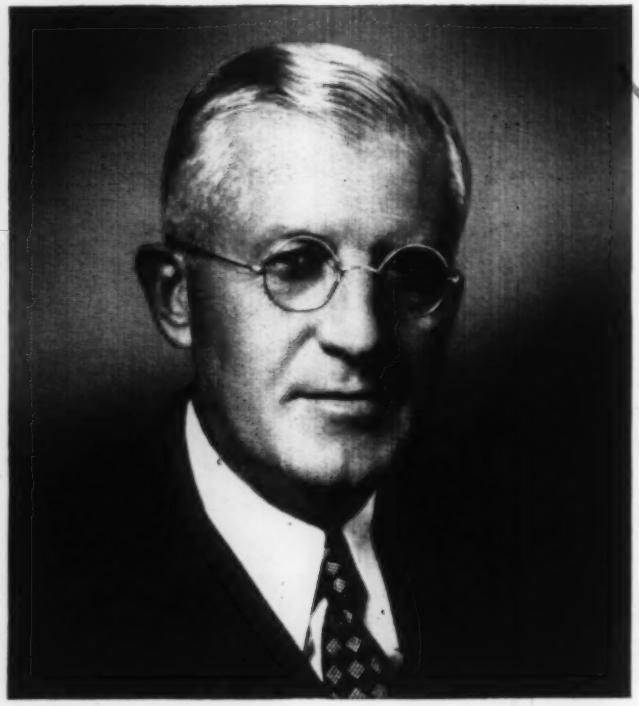
SYRACUSE, NEW YORK
H. C. Wilder, Pres.

BASIC NBC *Red* NETWORK STATION

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

SAMUEL H. COOK

PRESIDENT, WFBL, SYRACUSE



1902—Ph.B., Syracuse University
1903—Sports Editor, Syracuse Post-Standard
1905—Graduate Manager of Athletics, S.U.
1910—Production Mgr., Brown-Lipe-Chapin Co.
1922—Vice-President, B-L-C Division, General Motors Corp.
1933—President, Onondaga Radio Broadcasting Corp. (Station WFBL)
1941—President, Syracuse Chamber of Commerce

ANY TIME you're within a Pullman hop of Syracuse, and see a group of laughing people gathered around some central attraction—well, go to the center of the crowd and there you'll probably find the one and only Samuel H. Cook, President of WFBL. . . . Blessed with more energy and charm than a meadow-full of colts, Sam is also one of the shrewdest men in New York State—and one of the best radio-station operators, too.

Speaking of good operators, have you ever stopped to think how much of your success as a radio advertiser depends upon the *management* of the stations you use? Here at F&P, one of the first things we doped out for ourselves was that *management* is the key to the personality and popularity of the station, to its place in the community, to the authority and success of its advertising messages. Hence our basic consideration in forming associations has always been the *management* of the stations we could offer you.

Like WFBL, some of these stations are affiliated with CBS; others with NBC and MBS. But every station we represent is *well-managed*. And that is one of the greatest services we have to sell, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6451 — NEW YORK: 444 Park Ave., Plaza 5-0100 — SAN FRANCISCO: 111 Sutter, Sutter 4455 — HOLLYWOOD: 1541 N. Gordon, Gladstone 9232 — ATLANTA: 511 Palmer Bldg., Main 5667

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BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 1 WASHINGTON, D. C. JULY 6, 1942 $5.00 A YEAR—15c A COPY

War May Delay Action on Sanders Bill

Hearings Close With Craven Supporting House Measure; Jett Opposed

WITH ONLY an even chance of action at this session because of war exigencies and political elections this fall, the House Interstate & Foreign Commerce Committee formally closed hearings on the Sanders Bill (HR-5497) last Thursday after hearing testimony intermittently over a 10-week period.

Overwhelming committee support for revision of the 15-year-old statute as it relates to broadcasting and apparently for revamping of the FCC organization was evident, but pressure of other activities are seen as deterrents to speedy writing or enactment of such legislation.

Running account of Sanders Bill hearings will be found starting on page 16.

The closing sessions last week were highlighted by the wind-up testimony of FCC Chairman James Lawrence Fly, who, during the hearings, practically broke an endurance record with eight separate appearances, and by Commissioner T. A. M. Craven, leader of the FCC's minority, who was on the stand most of last Thursday.

Fly-Craven Contrast

The Fly and Craven appearances constituted a study in contrasts. Whereas Mr. Fly denounced the Sanders Bill from every conceivable angle and hit out at the "two New York corporations" and the "so-called NAB" as the triumvirate which fostered the legislation for purported self-serving interests in these war days, Commissioner Craven took a diametrically opposite view. He supported the Sanders Bill virtually in toto, opposed the FCC majority views on all the controversial issues in which he, usually along with Commissioner Norman S. Case, has been in the minority, and endorsed recommended amendments both of the NAB and the Federal Communications Bar Assn.

The BLUE Network, only major network not heretofore heard from, closed the hearing record with the filing of a statement of Mark Woods, its president, designed to clear up misunderstandings about the BLUE's status and its views on the FCC monopoly rules.

Apropos option time, Mr. Woods stated flatly that the "very existence of network broadcasting" is dependent upon the ability of a network to operate as a cohesive unit, and he said that ability is based upon option time.

Final witness last Thursday was E. K. Jett, chief engineer of the FCC and chairman of the coordinating committee of Board of War Communications. Mr. Jett covered engineering problems largely, but opposed the Sanders Bill in its entirety on the ground that the war effort might be impeded and in view of post-war problems.

Chairman Lea (D-Cal.) told BROADCASTING he would appoint a subcommittee, probably of five members, to consider a redraft of the Sanders Bill, looking toward House action at this session. He indicated the Committee would not be appointed until after the hearing record is printed, which may entail several weeks. More than likely, he said, the Committee would not be named until September, anticipating a Congressional summer recess.

Subcommittee Prospects

The status of Committee members and their election campaigns at home will come into play on selection of the subcommittee. Presumably those who face stiffer election fights at home would prefer not to serve.

More than likely Chairman Lea himself and Rep. Sanders (D-La.), as author of the bill, will be two of the three majority members of the subcommittee. Rep. Bulwinkle (D-N. C.), second ranking majority member, already has asked Chairman Fly to confer with him on certain aspects of the proposed new legislation, including a provision for "more permanent station licenses." It was logically assumed he would serve on the Committee.

There is no indication who the two minority members will be. A half-dozen of Republican members have been most active in the proceedings, including Reps. Wolvershaw (Cal.), Brown (Ohio), Simpson (Pa.) and Youngdahl (Minn.).

Since the hearings began April 14, a total of 22 hearing days elapsed, most of them morning sessions. There have been a score of witnesses, though several additional statements were placed in the record without reading.

That the Committee welcomed the testimony of Commissioner Craven was made clear. Chairman Lea said it was "wholesome" to have members of commissions express their own views as individuals and that he thought it was far better to have men of that type than men "who sacrifice too much in the interest of unity and harmony."

Craven Asks Over-all Policy

Commissioner Craven, in the thick of every FCC policy controversy since he became a member in 1937 and for two years prior to that its chief engineer, said he looked to Congress to establish the over-all policy on such controversial matters as network-affiliate business dealings, newspaper ownership of stations and kindred policy problems. He charged the majority with going too far on these matters and held that the chain-monopoly rules, as issued, would "revolutionize" the industry and result in deterioration of broadcast service when peak performance is needed most.

While he agreed that Chairman Fly has taken leadership in the war effort as applied to communications, he held that enactment of new legislation now would in no wise disrupt this work. Reorganization of the FCC into two autonomous divisions, he insisted, could be done practically overnight since the Commission staff already is organized along such functional lines.

Commissioner Craven's whole philosophy was that Congress created the FCC to administer policies established by it and not as an agency empowered to promulgate "new social-economic policies." He foresaw tremendous developments from the laboratory in a new "electronics era" which would open after the war and predicted that many of the problems that now loom so large will be regarded as insignificant then.

Advocates Alternate Restraints

In lieu of the network-monopoly rules of the majority, Commissioner Craven advocated five possible restraints to be imposed upon networks, which he said, would accomplish everything needed. He insisted that option time was the life-blood of network operation and could not be banned without destroying essentially cohesive network operation. He charged the majority was looking too much at regulation of the commercial and economic aspects of broadcasting, rather than the over-all public service and free speech aspects.

Lt. Jett told the Committee he thought it would be a bad time to reorganize the Commission because of its important war work, and explained these functions.

Because of the war's outbreak, the FCC has been forced to forego consideration of the clear channel problem, Mr. Jett said. He analyzed channel allocations on the continent growing out of the Havana Treaty, and introduced exhibits showing present coverage of all stations, the job done by Class I-A clear channel stations, and the area not now adequately served.

Advises Post-War Study

Pointing to the complications of measuring coverage, Mr. Jett said many regional stations, especially in the middle west, serve large rural areas. KFYR, Bismarck, he pointed out has the largest rural area during the daytime hours and is not on a clear channel. KTSA, San Antonio, on 550 kc., with 5,000 watts, renders a greater daytime coverage than WOAI, which operates on 1200 kc. with 50,000 watts, he stated. At nighttime, however, the situation is reversed since WOAI has a clear channel and does not have its service curtailed by any station on the same frequency. In addition to the primary service of WOAI at night, its secondary service extends over a radius of approximately 750 miles in all directions, he pointed out.

The whole question of what to do about clear channels and higher power must await the termination

of the war, Mr. Jett said. He declared his studies will include projections of coverage if all clear channels were duplicated, as well as relocation of clears to serve rural areas. Whether one station or more than one should be on a Class I channel depends on the facts with respect to that channel, he said. Each case must be handled individually.

Mr. Jett, as did previous witnesses, pointed to FM and television, both on the verge of full commercial operation when the war broke, as important post-war developments. He said that he had no doubt that both will affect in many ways the problems involved in standard broadcasting.

Mr. Woods' statement alluded to the BLUE's expansion since its separation from NBC early this year. It had 116 stations then, and has added 18 since, including several former MBS affiliates. There are about 40 additional stations seeking affiliation, he said. In February 1939, the number of network station hours of commercial time was 932; at the same time this year it was 2068, an increase of more than 100%. In 1940 the average number of stations per commercial program was 38, and is now 75.

It is common knowledge, said Mr. Woods that RCA has agreed to dispose of the BLUE to outside interests, if a fair price for RCA's investment can be obtained and when buyers can be found who will operate it in the public interest. Pointing to developments to come in peace, which will see many current problems of limited wavelengths and facilities disappear, Mr. Woods said the dominant thought in formulating any legislative pattern for radio should be "to permit its normal growth and expansion as a free enterprise."

Warner Film Disc

RADIO TRAILERS for local advertising will be offered to film exhibitors in a new service to be inaugurated by Warner Bros. Pictures, New York, with the July 31 release of "Wings for the Eagle". After several months of experimentation with recorded announcements on the West Coast, Warner's is making available to theatre operators a record containing a 25-second and 55-second announcement, with a 5-second cut-off on each spot for local playdate copy, for commercial promotion of the show on local stations. Records for the first film to be promoted through the new plan will be supplied direct by Stodel Adv. Co., Hollywood, at a cost of $3 each, F.O.B. Hollywood.

Brown Heads Hecker Adv.

ALL advertising departments of the Hecker Products Corp. and its subsidiaries, including Best Foods Inc. and Standard Milling Co., have been consolidated under the supervision of Albert Brown, director of advertising and sales promotion of Hecker. The merger was effected by L. G. Blumenschine, president of Hecker, company using extensive radio for its varied products.

Horton Now Slated as Chief Of New Branch Under OWI

W. B. Lewis Expected to Head Key Radio Post in Reorganization of Federal Information Units

WITH Robert Horton, director of information of the Office for Emergency Management, practically assured of the key post in charge of the news division of the newly-created Office of War Information, organizational plans being laid by Elmer Davis, director, and Milton Eisenhower, his aide, are nearing their final stages—and announcement of full details of the setup is expected to be made some time this week.

While Mr. Davis, the former CBS news analyst whose appointment as chief of all wartime Government news and information was made by President Roosevelt June 13, concerns himself primarily with larger policy, and Mr. Eisenhower with administrative direction, it was reliably learned by BROADCASTING that the actual handling of the Government's news output for radio as well as the press will be in the hands of Mr. Horton.

MR. HORTON

Lewis Seems Slated

The other four coordinate divisions being planned [BROADCASTING, June 29] will include a radio division, which will take over the present radio functions of the Office of Facts & Figures, the OEM and other Government agencies. It is expected to continue the highly successful OFF radio projects of the last six months, but in addition will become a producer of programs. All radio directors of the various departments, bureaus and agencies will be responsible to it. It is more than likely that William B. Lewis, present OFF radio chieftain, will secure the key post.

The other three divisions will be motion pictures, graphic arts and publications, the latter being concerned largely with Government publications and documents. The prospective heads of these divisions have not been indicated.

Archibald MacLeish, Librarian of Congress who has also been head of OFF, is slated for an important policy post under Mr. Davis. So also is Lowell Mellett, administrative aide to the President, whose Office of Government Reports is being merged into the new OWI. Also slated for an important position is Robert Sherwood, playwright, whose Division of Foreign Information of the Office of the Coordinator of Information is being merged into OWI. Their exact titles and status, however, have not been determined.

Under One Roof

Under Mr. Sherwood at the old COI has fallen the operation and programming of this country's international shortwave broadcasting system.

It is anticipated that few of the present radio personnel of the Government will be dropped, although many of the total of 2,400 publicity and information men throughout the Government may lose their jobs. More than 400 of these, including radio men, have been functioning for the various units of OEM under Mr. Horton.

Mr. Davis and Mr. Eisenhower expect to be able to announce their new headquarters this week. They want to place their entire organization under one roof, and it is probable that the Social Security Bldg. will house them.

Meanwhile, they continued their huddles all last week with department and bureau officials, and early this week they expect to hold conferences with representative newspaper, radio and newsreel men to secure suggestions about the handling of news from the men with whom they must deal.

Scull Names Compton

WILLIAM S. SCULL Co., Camden, N. J., which distributes the Minute Man line of dehydrated soups and vegetables in a special territory, has appointed Compton Adv., New York, to handle its advertising, effective Sept. 1. Minute Man soups and vegetables are actually a product of the Skinner & Eddy Corp., Seattle, and advertising for them in all but the Scull territory is handled by J. M. Mathes Inc., New York.

Williams Extends

J. B. WILLIAMS Co., Glastonbury, Conn., scheduled to go off the BLUE for the summer after the June 29 broadcast of *True or False*, has extended the contract and will continue the quiz show without interruption. On July 6, the show will be heard on behalf of Glider brushless shaving cream until Sept. 14 when Williams shaving cream will return as the product promoted. Show is heard Mondays, 8:30-9 p.m. Agency is J. Walter Thompson Co., New York.

New York Office Opened By RW&C To Service Two Stack-Goble Clients

ROCHE, WILLIAMS & Cunnyngham, advertising agency with Chicago and Philadelphia offices, on July 1 announced the opening of a New York branch at 400 Madison Ave. At the same time, the agency took over advertising for two accounts formerly handled by Stack-Goble Adv. Agency, New York, including Lewis-Howe Medicine Co., St. Louis (Tums), and Carter Products Inc., New York (Little Liver Pills).

In charge of the new office as vice-president and general manager is R. A. Porter, who held a similar position with Stack-Goble. Radio director is Harold Kemp, formerly in charge of radio for Stack-Goble, while Gordon Cooke, a former Stack-Goble vice-president, is vice-president in charge of copy of RW&C. Further personnel is being selected. Telephone number is Plaza 3-8351.

Each of the newly-acquired accounts has a current network program, Lewis-Howe sponsoring *Horace Heidt's Treasure Chest* on 60 NBC stations, Tuesdays, 8:30-9 p.m., and Carter's using *Inner Sanctum Mystery* on 69 BLUE stations, Sundays, 8:30-9 p.m. Both shows are continuing through the summer.

In Chicago Phil Stewart, announcer and producer who has been conducting the transcribed *Dealer in Dreams*, sponsored by Holland Furnace Co. on five stations through Stack-Goble Adv. Agency, Chicago, has joined Roche, Williams & Cunnyngham in charge of radio production.

RW&C has taken over the Holland Furnace account, effective July 1. Abner J. Rubien, formerly of the New York office of Stack-Goble, has joined the Chicago staff of RW&C.

SIX CBS SPONSORS ON FULL NETWORK

WITH the announcement last week that three current sponsors using CBS have expanded their programs to the full network of 114 stations, the total number of advertisers taking advantage of the CBS 15% discount rate has reached six.

The first sponsor to contract for the full CBS network under the discount plan was Lever Bros., Cambridge, Mass., for its Swan show, *Tommy Riggs & Betty Lou*, starting July 7. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will use the full network for the *Camel Caravan* variety program, which starts July 10 in the Friday 10-11 p.m. spot. General Motors Corp., Detroit, receives the 15% discount for its institutional program, *Cheers From the Camps*, while the three latest sponsors to expand their current programs are Philip Morris & Co., Liggett & Myers Tobacco Co. and Coca Cola Co. The *Philip Morris' Playhouse* and *Crime Doctor*, will go on the full network effective July 17 and 19, respectively.

Glenn Miller's orchestra, for Chesterfields, goes to 114 CBS stations July 15, and the *Pause That Refreshes On the Air* for Coca Cola expands July 19.

XUM

New Plan Projected for Equipment Dearth

Division of Time, Possible Deletions, Engineering Changes Considered

PESSIMISTIC over the broadcast equipment outlook, plans are being considered jointly by the War Production Board and the FCC in the form of a drastic preliminary substitute for the pooling idea, which may see some secondary stations voluntarily leave the air, others divide time, and changes in engineering requirements which will reduce substantially wear and tear on tubes and other component parts.

Utter futility of procuring from the War Production Board sufficient allotment of raw materials to replenish industry inventories is expected to result in the voluntary belt-tightening by the industry, with the endorsement of the Governmental agencies. The problem transcends pure broadcasting—with practically all other services utilizing vacuum tubes and transmitting equipment likewise affected.

No Guarantee

WPB, it is understood reliably, all other things being equal, was willing to accept the voluntary equipment pool fostered by BWC-FCC Chairman James Lawrence Fly. But no guarantees could be given for raw material allotments and the plan therefore, at this stage, apparently must be delayed until the industry makes a showing of voluntary economical operation.

The pinch has not yet reached the point, save in one or two isolated instances, where stations have been forced to curtail or terminate operation. Lack of technical manpower, as well as of spare equipment, are the real danger points.

The whole wartime operating setup embraces a contradiction of objectives. Both for public notice and morale purposes, many stations are operating beyond their normal schedules. Key stations in Flight Command areas are operating around the clock. There is emphasis on conservation on the one hand, and on around-the-clock operation on the other.

The precise equipment status of the industry apparently is confused. Chairman Fly said last Monday that if no tubes and spare parts are made available, only about 27% of the country's 900 stations would be on the air at the end of the year. This was based on a survey made by the Domestic Broadcasting Committee of BWC. But it later developed that this survey, based on a meager sample, did not take into account used spare tubes but only tubes now in transmitters and new spares. It is thought that perhaps the greatest single supply of tubes is in the used-spare category.

The BWC-FCC plan, sent to WPB May 21, proposed pooling and allocation of all equipment in 17 radio districts into which the country would be divided, with interchange of equipment among those districts where necessary. The FCC, in the final analysis, would supervise the operation. But this project was premised on allotment of materials to replenish inventories.

Without that assurance, which cannot be given as the critical material situation tightens daily, this basic plan is viewed as premature and unworkable. Stations would be loath, it was pointed out, to contribute their spare equipment voluntarily if there were no assurance of future replacements.

Time Is Important

When and how the conservation plan will be invoked is still being discussed. Time is important, however, it was pointed out, with a number of stations in essential areas dangerously close to the borderline. Actively working on the whole problem are Leighton H. Peebles, chief, Communications Branch of WPB, and his radio chief, Frank H. McIntosh, as well as FCC engineers and personnel, headed by Chairman Fly and Chief Engineer E. K. Jett.

The plan, as finally evolved, may result in revision of existing regulations governing broadcast station operations to permit stations in non-essential areas to sign off without prejudice to their return to the air with the same facilities when conditions are less critical, or when economically feasible.

Another project may involve allowing stations to reduce their hours of operation from the minima now prescribed to possibly a half-day, sharting with other stations in the same area, so there will be continuous service during normal operating hours. The sharing would be on regular assigned frequencies of the station, rather than on a double-up basis.

An important factor in equipment conservation is expected to be a reduction in decibel output and an increase in modulation, increasing not only the life of tubes but reducing stress and strain on all other equipment. This move, which to engineers might be viewed as resulting in a deterioration in quality, would hardly be discernable to listeners.

Industry Must Act

After such steps voluntarily are taken by the industry, showing a willingness to cut to the bone and make sacrifices, it is presumed WPB Communications Branch will be in a position to recommend allocation of replacement material to the responsible officials of WPB, Army and Navy.

The pooling plan is regarded as good in theory but obviously premature, in the light of known factors. Moreover, it was thought that much of the equipment thrown into such a stock pile would be obsolete or in bad state of repair. Many stations, for example, during normal times, did not carry adequate spare equipment and would have little to contribute.

Folger Strips to Return

J. A. FOLGER & Co., Kansas City (coffee), on Sept. 21 resumes its five-weekly transcribed serial *Judy & Jane* on stations in Bismarck, Dallas, Denver, Des Moines, Duluth, Fargo, Grand Island, Houston, Kansas City, Minneapolis, Oklahoma City, Omaha, St. Louis, San Antonio, Topeka, Wichita, Tulsa, Yankton, Springfield, Mo. Off for the summer, the serial is one of the oldest spot strips on the air and was pioneered by J. S. Atha, Folger advertising manager, over a decade ago. WBS, Chicago, transcribes the serial. Agency is Lord & Thomas, Chicago.

HAROLD W. DAVIS, formerly account executive of Lord & Thomas, Chicago, and prior to that radio director of the West Coast office of the agency on July 6 joined Blackett-Sample-Hummert, Chicago, in an executive capacity.

Monopoly Petition Denied

A MOVE by the FCC to have the so-called chain-monopoly case pending in the statutory three-judge court in New York expedited was denied last week by the New York tribunal. Previously, the court had set argument for Oct. 8, following its summer adjournment. The FCC sought to have the court reconsider that action and hear argument on its motions for summary judgment on July 7. District Judges Henry W. Goddard and John Bright denied the FCC plea. The presiding judge, Learned Hand, was absent.

MBS Board Meeting

SALES and program policies for the Fall were discussed at an MBS board of directors meeting held July 2. Present were Lewis Allen Weis, Don Lee; T. C. Streibert, WOR, New York; W. E. Macfarlane, E. M. Antrim, WGN, Chicago; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard, 3d, Yankee Network; J. E. Campeau, CKLW, Windsor-Detroit; Hulbert Taft Jr., WKRC, Cincinnati; I. R. Lounsberry, WKWB-WGR, Buffalo; Benedict Gimbel Jr., WIP, Philadelphia; Hope Barroll, WFBR, Baltimore; Fred Weber, general manager, and Ed Wood Jr., sales manager of MBS.

Texaco Opera

TEXAS Co., New York, for the third successive year will sponsor the 16 Saturday afternoon broadcasts of the Metropolitan Opera on the BLUE starting Nov. 28. Heard from 2-5 p.m., the operas will be broadcast on approximately 174 stations, including a group of CBC outlets. Milton Cross, BLUE announcer, will serve as commentator and will deliver commercials. Texas agency is Buchanan & Co., New York.

Cudahy Names Grant

CUDAHY PACKING Co., Chicago, has appointed Grant Adv., Chicago agency, to handle Old Dutch Cleanser, effective July 10. Company is currently sponsoring Helpmate, Monday through Friday, 10:30-10:45 a.m. Gene Cooper is account executive. Army and Navy.

HAILING the 30th anniversary of Joe Higgins in the recording business was this record gathering of recording men. Special luncheon at Toots Schor's in New York was tendered by Jack Robbins on June 17. Attendance included Morty Palitz, J. W. Murray, Vincent Quinn, Kenneth Raine, Joe Higgins, Jack Robbins, Pat Dolan, Ted Wallenstein, all of Columbia; Abe Olman, Ben Selvin, Muzak; Charles Gaines, World; Eli Oberstein, Classic; Tom Lacey, Robert Higgins, Frank E. Walker, Leonard Joy, Victor.

National Spot Drive Mapped In Federal Salvage Campaign

McCann Announces Details to Media as Funds Are Raised to Finance Extended Promotion

A NATIONWIDE campaign of one-minute announcements, to be broadcast five times a day for 13 days beginning July 20 on 213 stations, will make up radio's part in the national salvage advertising campaign to secure scrap materials for the war.

At the same time, in Washington, it was announced by Donald M. Nelson, WPB chairman, and Lessing J. Rosenwald, chief of the Bureau of Industrial Conservation, that the overall campaign for scrap materials would formally start July 13, immediately after completion of the current rubber drive which was extended to July 10 on request of President Roosevelt.

McCann Gives Details

The full details of the campaign, which will also utilize space in 1,791 daily newspapers, 9,280 weeklies, three national magazines, 54 business papers and 44 farm papers, were revealed at a meeting of some 500 media representatives, editors and writers, held in New York July 1, under the chairmanship of H. K. McCann, president of McCann-Erickson, advertising agency placing the campaign.

Robert W. Wolcott, president, Lukens Steel Co., and chairman of the American Iron & Steel Institute, which has underwritten the salvage advertising drive to the extent of $1,500,000, with another $500,000 hoped for from other industries, explained the scrap requirements of the steel industry if it is to reach its potential output. Paul C. Cabot, deputy chief, Bureau of Industrial Conservation, WPB, outlined the aims of the Government to stimulate the flow of all scrap materials—steel, rubber, copper, aluminum, paper, etc. —and the way in which this summer's advertising drive fits into the over-all continuing plan.

Chester La Roche, president, Young & Rubicam, and chairman, the Advertising Council, described the inception of the scrap advertising campaign, which was outlined by a group of Chicago agency men working under the leadership of Leo Burnett, to whom the Advertising Council had assigned the project, and whose plans succeeded in securing the necessary financial support of the interested industries. Edwin Bassinger, president, Institute of Scrap Iron & Steel, told of the part the junk men who collect the waste material play in the entire salvage campaign.

E. D. Madden, vice-president, McCann-Erickson, presented the details of the advertising drive, which will get under way the latter part of the month. Some of the advertising will be distributed over a period of several months but radio will be concentrated at the outset of the campaign, he said. Transcribed announcements, recorded by World Broadcasting System, consume 45 seconds each, he stated, allowing 15 seconds for a live announcement which can be adapted to local conditions and can give the address and phone number of the local salvage committee.

Talking Bomber

In a recorded presentation of the radio part of the drive, several different types of announcement were demonstrated, the straight single-voice announcement, the sound effects type, the dramatized announcement and the Sonovox one, with an Army bomber doing the talking. Each announcement included the campaign slogan, "Throw Your Scrap into the Fight."

A catchy song, "Junk Will Win the War," written for the campaign by Kent and Johnson, creators of the Pepsi-cola and other familiar radio jingles, was included in the presentation, sung by Bing Crosby and the Tune Twisters and played by a dance band. Widespread use of the tune on major radio programs is one of the special exploitation stunts planned in conjunction with the advertising, it was stated.

Agency executives said that the station list was just about completed and that letters of instruction regarding all aspects of the campaign would shortly be sent to stations.

ASCAP OFFICIALS IN JUSTICE TALKS

WITH THE renewed ultimatum of the Dept. of Justice that it allow its writer members to grant radio gratuitous performing rights or face reopening of the consent decree, ASCAP attorneys and officials have been in touch with the department regarding adjustment of the dispute.

While no formal word has come either from Federal officials or from ASCAP, it was thought the Society would revise its requirements to comply with the department's interpretation. The department made it clear last week that ASCAP would either have to capitulate or face litigation involving violation of its consent decree [BROADCASTING, June 29].

Last Wednesday, NAB-BMI President Neville Miller and Sydney M. Kaye, vice-president and general counsel of BMI, conferred with Holmes Baldridge, chief of the litigation section, Anti-Trust Division. It was assumed they discussed aspects of the ASCAP situation and related music matters. BMI also functions under a consent decree entered at about the time ASCAP was brought to brook in March, 1941.

Transcribers Consider Petrillo's Ban; Attitude of 'Watchful Waiting' Is Seen

MORE THAN a dozen transcription company executives met at the Hotel Roosevelt, New York, last Friday morning for an informal discussion of the problems arising from the recent ultimatum of the American Federation of Musicians and the various avenues of action open for combatting the union's proposed prohibition of the employment of its members on transcriptions or phonograph records. No formal action was taken.

The session had been called by Neville Miller, NAB president, inviting those transcription companies which are associate members of the association. Major purpose of the gathering, Mr. Miller explained, was to bring the subject out into the open so that each transcription executive would be able to compare his own line of thought with those of the others and go away with an over-all industry view of the situation.

Petrillo Said Everything

Prior to Friday's meeting, all was quiet on the recording-AFM front. The union made no further statements on the subject and when national headquarters spokesmen were questioned as to their plans they replied that "all the AFM had to say had already been said" by their president, James C. Petrillo, in his letter of June 25, which notified the makers of all recordings, both phonograph and transcriptions, that AFM members would no longer work for them after July 31 [BROADCASTING, June 29].

Maintain Public Silence

Executives of the recording companies continued to maintain a public silence, although within their own individual organizations there were many conferences and much speculation as to what demands the union would eventually make as an alternative to a nationwide strike. A number of industry figures expressed the belief that what the AFM really wants is a royalty from each record played in a juke-box or on the air. Others privately stated their opinion that the union is seeking to use the transcription companies as a club to force radio stations to employ more musicians throughout the country.

Advertising agencies using transcriptions for their clients generally reported an attitude of watchful waiting when queried as to their reaction to the proposed ban. Generally they expressed a willingness to go along with the broadcasters in whatever course of action is finally taken, although in a few instances agency executives said that the union angle might make certain advertisers feel it necessary for them to do nothing which might be construed as an anti-union move by their own employes.

Most agencies reported that their purely musical programs are recorded far enough in advance to carry them over any shutdown of recording activity, expressing doubt that such drastic action will be taken or that, if taken, it would last more than a few weeks at the outside. Daytime serials using theme and mood music present a different problem as they are usually recorded in the network studios for use on supplementary stations in the immediate future, the agencies stated. It was generally felt, however, that if necessary vocal music or sound effects could be substituted for instrumental musicians.

That is also largely true of announcements, it was said. Where music is used now, vocalists or sound effects would be used if musicians were not available. Generally the agencies reported that, if the AFM does withdraw its members, the only loss to the transcription companies and radio stations as far as commercial discs are concerned would be those of a purely musical nature. Even then, one agency which places musical transcriptions on a nationwide scale expressed the definite belief that the musicians' union is not aiming at this type of program in its over-all ban, and that AFM members will continue to make these discs even if it should otherwise halt the manufacture of recordings.

The consensus of agency executives queried by BROADCASTING was that the AFM will not actually call a national recording strike, but that before the end of the month some compromise will have been reached, or at least negotiations begun toward a settlement, with the union musicians continuing with their recording work.

Bristol-Myers to Start Duffy's Tavern Next Fall

ALTHOUGH starting date and time had not been settled last week, it is understood that Bristol-Myers Co., New York, in late September or October will sponsor the half-hour program *Duffy's Tavern* on the BLUE, probably in either a Tuesday or Friday evening period.

The series will be heard in the interests of Sal Hepatica and Minit-Rub and will feature the same talent which appeared on the show when it was sponsored on CBS by General Foods Corp., New York, for Sanka coffee. That sponsor discontinued the program June 30 because of transportation difficulties in coffee importation. Agency for Bristol-Myers and General Foods is Young & Rubicam, New York.

of its station, WIOD, has been com-HAL LEYSHON, former editor of the *Miami Daily News* and directing head of its station, WIOD, has been commissioned a captain in the Army Air Forces and reports for duty at headquarters in Washington July 6.

XUM

more people listen to local shows of the following types on WOR than to similar local shows on any other New York radio station . . .

COMEDY, SPORTSCASTERS, SPORTS BROADCASTS,
NEWS, QUIZ SHOWS, CHILDREN'S PROGRAMS,
WOMEN'S PARTICIPATING PROGRAMS,
HALF-HOUR EVENING SHOWS

TIMEBUYERS, ADVERTISERS . . .

Is your show, perhaps, similar to one of the types mentioned above? Is it being exposed to its greatest potential audience? Remember that a loss of even 1% in New York may mean thousands of possible customers who are not hearing *your* message!

WOR

at 1440 Broadway, in New York

Federal Manpower Plan Pends During Study of Industry Need

Broadcasting's Position Is Still Not Clarified As 'Essential' by Government Heads

PROGRESS of various Government agencies and industry organizations in seeking a clear definition of radio personnel's place in the nation's manpower drive was held under close wraps last week. As reported in BROADCASTING June 29, the War Manpower Commission, Selective Service and the U. S. Employment Service are collaborating in a study of the nation's essential industries and employes necessary to maintenance of the industries.

One clarification in the procedure to be followed by the Government in declaring employe categories as "essential" was given by the WMC where it was said that employe lists requested by the manpower commission from Government agencies and industry organizations would be culled and classified.

The lists then would be turned over to the U. S. Employment Service, it was said. Under the plan, as now set up, Selective Service local boards would then refer to the U. S. Employment Service in their consideration of men called up for military service or reclassification.

Technicians Problem

It was indicated by various Government and industry quarters last week that radio soon may be classified as an "essential" industry. This major step would then clarify the position of a radio employe called before his draft board. However, it was emphasized, that even in the event that radio is officially recognized as "essential" the problem still remains of declaring what classes of broadcasting employes will be recognized as necessary to carry on station operations.

It was pointed out that to date greatest emphasis has been placed on the technical side of station operation with little attention being given to management.

At the Broadcasters Victory Council it was said that plans have been drawn up by the organization for relief from the radio personnel drain by the military and the drift of employes from smaller to larger stations. These plans have been submitted to the WMC and Selective Service, it was said.

NAB reported last week that its engineering committee has given strict attention to radio technical losses and that it has submitted recommendations to both Selective Service and WMC on the problem. At Selective Service headquarters it was said that these recommendations will be considered jointly with recommendations of other industry representatives and will then be turned over to WMC.

No Exemption Sought

In all radio sectors last week it was emphasized that radio is not seeking "blanket" deferments from military service for its employes. It was pointed out, however, that radio has suffered heavily during the war so far and that although semi-official recognition has been given to radio as an "essential" arm of the war effort and necessary to the "maintenance of the national safety, health or interest" there has been no Government clarification of its position.

It was added that stations or industry representatives have never asked for deferments. Their only requests, it was said, have been for "breathing spells" for the training of replacements.

ESMDT To Aid Industry

At the Office of Education, Washington, it was said the Engineering, Scientific and Management Defense Training program, largely concerned with radio technical training, would emphasize training of replacements for war work and private industry. Dean George W. Case, College of Technology, U of New Hampshire, now on leave to supervise the ESMDT courses, in declaring that he considered domestic broadcasting "essential in the war effort" said that felt the radio courses offered in the program would be largely aimed at replacements for private industry, rather than for the military.

Kiggins Optimistic

GENERAL tone of business throughout the Pacific Coast and mountain areas is optimistic, with local radio programs scheduled to stay on for the summer and the traditional seasonal slump not expected to occur this year, according to Keith Kiggins, BLUE vice-president in charge of stations, who has just returned from a six-week tour of 16 BLUE affiliates in those areas. Mr. Kiggins, who combined a vacation and business trip, also stated that he found business in San Francisco and Hollywood noticeably on the upgrade.

MBS Shows Big Gain

MBS network billing figures for the first six months of 1942 amounted to $5,335,103, an increase of 79.04% over the corresponding period in 1941, when the figure was $2,979,881. Mutual billings for the month of June, 1942, also showed an increase, amounting to $665,372, or 24.48% greater than the June, 1941 figure of $534,513.

SERGEANT-PILOT Brian Hodgkinson, former announcer of CKY, Winnipeg, now a prisoner-of-war in Germany, recently wrote to his parents in Winnipeg that he has nearly recovered from war wounds, is studying French and German, and is writing a musical comedy for presentation at the theatre of the prison camp where he is staying.

TRAMMEL TRAVELS to the annual outing held by the NBC employes athletic association. Here Mr. Trammell, NBC president, is chatting with Clay Morgan (left) assistant to the president. Currently, Mr. Trammell is recuperating from a severe operation and taking note of this, employes presented him with a door prize of a bottle of vitamin pills.

WOODYARD, MARTIN PURCHASING WFTM

NEGOTIATION for the purchase of WFTM, Fort Myer, Fla., for an undisclosed sum has been reported by Ronald B. Woodyard, executive vice-president and general manager of WING, Dayton, and WIZE, Springfield, O., and Reggie Martin, manager of the latter station.

Under the deal, which will soon be submitted to the FCC for approval, Mr. Woodyard is buying 85% of the WFTM stock with Mr. Martin acquiring the other 15%. The seller is Fort Myers Broadcasting Corp., 59.1% owned by W. E. Benns Jr., manager of WFTM, and his mother, Mrs. W. E. Benns Sr. Other principals of the assignor are Mrs. J. F. Richardson, LaGrange, Ga., 22.7%; O. D. Whitaker, of Vernona, Pa., 9.8%; and Fred H. Mellor, local attorney.

The purchasers have announced they hope to take charge of the station by Aug. 1 and will name James Turner as WFTM's general manager. Station was authorized by the FCC in 1939, going on the air in March of 1940, and operates with 250 watts fulltime on 1240 kc.

Chairman Fly Is Sworn For New Term of Office

WITHOUT POMP or ceremony, FCC Chairman James Lawrence Fly was sworn in last Wednesday to begin his new seven-year term as a member of the FCC, following unanimous confirmation of his nomination by the Senate the preceding Monday. The oath was administered in the Chairman's office by N. F. Cureton, chief of the FCC's Service Division. No one else was present.

Mr. Fly's term is for seven years from July 1. He has served on the FCC since 1939, having succeeded Frank R. McNinch, who retired from the arduous post because of ill health. In addition to his FCC duties, Mr. Fly is chairman of the Board of War Communications, wartime policy-making body governing all communications created in September, 1940, as the Defense Communications Board, and the name of which recently was changed.

Movie Exhibitors Favorable to Radio

Marked Trend To The Medium Noted in National Survey

THE ATTITUDE of movie theatre management is far more favorable towards radio promotion of films than it was three years ago, according to the results of a survey conducted by Twentieth Century-Fox Film. As a result of the overall picture disclosed by a canvas of exhibitors throught the country, Fox will place a large part of its total buget in paid radio advertising, according to a spokesman for the company.

To discover the attitude of theatre operators towards radio advertising and to determine their specific preferences in regard to quarter-hour transcriptions, spot announcements and network programs for picture promotion, Fox Film submitted a questionnaire to major accounts in about 185 key cities, through its field exploitation service. Approximately 80% of the questionnaires have been returned.

Favorable to Radio

Although the company is not making public the details of the results, it discloses a picture of the favorable view now held by exhibitors in regard to the the use of radio to advertise movies, as compared to general aversion to the idea several years ago. Reason indicated for withholding the specific results of the survey is that the information, showing the effective use of radio, would be of less value to Fox Film if released and thus made available to competitors.

Another survey to be conducted by the film company will seek to discover the public's preferences in regard to newspaper and radio material, exploring further the best possibilities for movie merchandising.

Bayuk Ceases

BAYUK CIGAR Co., Philadelphia, has discontinued *The Inside of Sports* thrice-weekly on MBS, after sponsoring the program on that network for over four years. Although a renewal was scheduled for June 30, the cigar company, maker of "Phillies," has probably discontinued the sports show permanently, and for the present no replacement has been named. Bayuk continues to sponsor Cal Tinney's *Sizing Up the News* on MBS Monday, Thursday and Friday, 8-8:15 p.m. Ivey & Ellington, Philadelphia, is the agency.

NAB Board Meeting

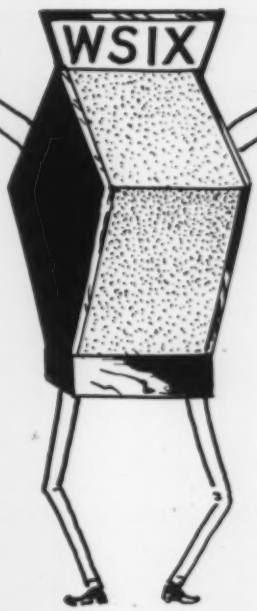
A MEETING of the NAB Board of Directors—the first since the annual convention in Cleveland May 15—has been called by NAB President Neville Miller for July 14-15 at the Palmer House, Chicago. On the agenda are a number of important items, headed by the edict of James C. Petrillo, AFM president, banning manufacture of transcriptions or records for broadcast use, effective Aug. 1.

XUM

Frequency AND Power

980 KILOCYCLES

5000 WATTS DAY AND NIGHT



Now
IN NASHVILLE
advertisers who are particular about where they buy their radio time can get

5,000 Watts
on
980 Kilocycles

—the new power and frequency combination now available over WSIX.

Long the favorite Nashville station with local advertisers because of its demonstrated ability to pull, WSIX now offers improved power and frequency for still greater coverage. Rate card as yet unchanged from old 250-watt rate.

SPOT SALES, INC.

20 E. 57th St., New York • 360 N. Michigan Ave., Chicago
Market at Third St., San Francisco

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Gen. Motors Tops Year's Advertisers

ANPA Shows Same Ten Firms Lead Heaviest Spenders

FOR THE third consecutive year General Motors Corp. topped all advertisers during 1941 in four major media, according to the third annual edition of "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio", issued last week by the Bureau of Advertising, American Newspaper Publishers Assn.

Following in order are the other nine national advertisers which led the group of 1,170 investing $25,000 or more in any one of the four media during 1941: Proctor & Gamble Co., General Foods Corp., Lever Bros., Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco Co., Chrysler Corp., Liggett & Myers Tobacco Co., Sterling Products and Ford Motor Co.

These "Big Ten" of 1941 in the four media combined remained identical with 1940's ten largest buyers of space and time, though their order was slightly changed, with somewhat smaller spending by the three automobile makers, and larger expenditures by most of the others, as compared with 1940.

As in previous editions released by the Bureau of Advertising, the totals spent by the 1,170 national advertisers represent gross expenditures, "computed by applying one-time rates to the space or time used, since complete data on discount arrangements between advertisers and media are not generally available."

Figures for newspaper expenditures shown in the 1941 edition are based on Media Records 1941 lineage reports, while figures for the other three media are taken from Publishers' Information Bureau reports for 1941.

ROY L. ALBERTSON, operator of WBNY, Buffalo, has applied to the FCC for authority to change frequency from 1400 kc. to 680 kc. The latter channel is occupied by KPO, San Francisco, and WPTF, Raleigh, both 50,000-watt outlets.

AFRA Will Take Vote by Referendum Hoping to Eliminate Chicago Session

FOLLOWING the request of Joseph B. Eastman, director, Office of Defense Transportation, that conventions and other meetings be curtailed as far as possible to leave the nation's transportation facilities free for duties essential to the war effort, the American Federation of Radio Artists is holding a national referendum of all its members to amend the organization's by-laws, eliminating this year's national convention.

This move, which Emily Holt, AFRA's national executive secretary, described as "a purely patriotic procedure, since the annual convention is an important part of AFRA's activities," is the second change in the union's convention plans. Originally scheduled for Los Angeles, the convention had been moved to Chicago and all social features cut out so that the union's business might be handled with a minimum expenditure of time for meetings and travel for the delegates. If, as is expected, the amendment is adopted, the 1942 convention will be cancelled altogether.

CBS Mediation

AFRA and CBS have agreed to submit their differences over the contract covering staff announcers and producers at WABC, New York, to the New York State Mediation Board and have signed a contract putting all of the agreed conditions into effect as of July 2. The disputed items will be considered by the mediation body in August and when the Board makes its decisions they will become effective retroactive to July 2. Moot questions concern the length of the new contract and the wage increases.

Attorneys for AFRA and for the talent booking agencies are discussing the possibility of an early revision of the contract governing the relations of AFRA members with the bookers although it still has more than a year to run. If the lawyers conclude that a revision should be undertaken now, executives of the union and the agencies will then begin negotiations.

WQAM, Miami, has appealed to the National Labor Relations Board for a reversal of the interim report of W. P. Webb, trial examiner, recommending that Fred Handrich, former news editor at the station, be reinstated with back pay. AFRA had charged that Handrich was discharged because of union activities; WQAM alleged that he was unsuited for such a post in time of war.

AFRA has until July 13 to file its answering brief to the station's appeal plea that the examiner disregarded its testimony, and oral argument before the NLRB in Washington has been set for July 16.

Survey of Wine Stores Shows Radio Preference

RADIO as the best type of media to sell a particular brand of California wine preferred by 26 retail liquor store dealers in Manhattan, Bronx, Brooklyn and Queens, among those replying to a mail survey sent out by Phillips, Alberton & Bull, New York, trade relations and merchandising firm.

Asked to check one type of media as the one to "help most to create sales (of the wine) over the counter," 40 of the 100 dealers sent in usable answers. Of these 65% preferred radio advertising, 25% newspapers, 7.5% billboards, and 2.5% magazines.

Tyler Joins Weed

HAAN J. TYLER, formerly commercial manager of KSFO, San Francisco, on July 1, took charge of west coast sales for Weed & Co. In this capacity Mr. Tyler will be responsible for the company's entire list establishing his headquarters in Los Angeles with a branch office in San Francisco. Coincident with the appointment of Mr. Tyler, KSFO named Weed & Co. to represent it in Southern California as well as nationally. For two years Mr. Tyler has been connected with KSFO. Before that he was with Free & Peters.

Ernest F. Bader Claimed by Death

ERNEST F. BADER, general manager of KBON, Omaha, and pioneer Nebraska radio man, died June 28 at the Clarkson hospital, Omaha, after a brief illness.

Mr. Bader is survived by his wife, Nelle; two sons, Hugh, and Bruce; a daughter, Mrs. Ralph Trotter of Glendale, Cal., and his mother, Mrs. J. R. Bader, Fremont, Neb. Also surviving are two brothers, two sisters and three grand children. Hugh was associated with his father at KBON. Mrs. Bader is the sister of Arthur Baldwin, of KORN, Fremont.

Funeral rites took place in Fremont, Neb., July 1, with the entire staff present through courtesy of Frank E. Shopen, general manager of KOWH, Omaha, who operated KBON that afternoon.

Mr. Bader was born in Nebraska City Sept. 10, 1889. He was educated in Fremont and at Central Weslyan College in Missouri. After a period in the furniture business with his father he entered broadcasting as head of one of the first radio advertising agencies in the country, Bader & Co., Omaha.

Seven years ago he left Omaha to head the Los Angeles office of Caples Co. He returned to Omaha in November, 1941 to assume managership of KBON, then in the formative stage. Largely through his untiring efforts the station held its inaugural broadcast March 4, 1942.

A diligent worker, Mr. Bader was a member of the Omaha Ad Club, C of C, Los Angeles Ad Club and the Nebraska Broadcasters' Assn.

Huss for Healthaids

PIERRE J. HUSS, formerly INS foreign correspondent, has started a series of broadcasts on WOR, New York, Sunday, 7:45-8 p.m. Healthaids Inc., Jersey City, makers of "Serutan," sponsors the programs which started July 6. Huss, who secured an interview with Hitler while serving abroad as correspondent is the author of *The Foe We Face*, published by Doubleday & Doran, New York. Raymond Spector, New York, placed the account.

Book Test Successful

MARTIN J. POLLAK Co., New York, currently conducting a campaign for *Soldier's Souvenir Handybook* [BROADCASTING, June 15], is using four additional stations, following a successful test of spot announcements on WAAT, Newark-Jersey City, and WINS, New York. Company now uses announcements on WHN, New York; WORL, Boston; WPEN, Philadelphia; WHOM, Jersey City, N. J. Emil Mogul Co., New York, handles the account.

J & J Using 63

JOHNSON & JOHNSON, New Brunswick, N. J., on June 29 started a campaign for its Red Cross products and dressings, using 6 to 10 spot announcements weekly on 63 stations. Agency in charge is Young & Rubicam, New York.

FAREWELL LUNCHEON tendered Harry D. Henshel, manager of WOV, New York, and executive in the Bulova Watch Co., last week by members of the staff of WOV, New York, before he left to be commissioned a major in the Army Air Force. Seated (l to r), Aaron Hangar; Maxine Keith; Harold A. Lafount, head of all Bulova radio enterprises; Maj. Henshel; Alan Courtney; Connie Porreca, office manager; and Mario Hutton, program director. Standing (l to r), Robert Scholle; Nat Donato; Syd Leipsig; Dan Richards; Minerva Rodman; Ralph Nardella; Herbert Landon, publicity director; Dino Nardi and Whitman Hall.

HE USED TO BUILD AUTOMOBILES IN DETROIT

For more than two decades the automotive worker has been a symbol of Detroit. The product of his skill not only placed America on wheels, but flashed the fame of Detroit's industrial greatness all over the world.

The automotive worker is still doing a grand job for Detroit, and for the Nation. According to the Michigan Department of Labor and Industry 250,000 former automobile workers have now joined forces with a quarter-million other war workers in the Detroit area to produce the trucks, tanks, bombers, planes and guns so urgently needed for victory. The pay of these workers in April, this year, was a total EXCEEDING 26 MILLION DOLLARS WEEKLY.

The patriotism and close proximity of these workers to the armament they create is resulting in the investment of a substantial part of their earnings in War Bonds. They have money to spend now and will have money to spend when the war is over.

The advertiser who impresses his name, or his product, upon Detroit's war workers will reap rich dividends now and later. Let WWJ, the most listened-to radio station in Detroit, help you win—and keep—friends in this great market.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D FM

Owned and Operated by The Detroit News

Running Account of House Hearings on Sanders Bill

Channels Controlling Public Opinion

Mr. Fly resumed the stand for his seventh consecutive appearance last Tuesday. Chairman Lea requested the Committee to permit the chairman to complete his written statement, in the interest of time. Mr. Fly completed his 35-page prepared statement in about an hour and the Committee recessed until Wednesday for cross-examination.

Mr. Fly devoted his testimony to Section 7 of the Sanders Bill, calling upon the Commission to study and report to Congress on chain broadcasting, licensing of networks, newspaper ownership of stations, and the clear channel problem.

He vigorously supported the chain - broadcasting regulations, citing each of the rules in three parts, "the abuse", "illustration" and "cure". On licensing of networks, initially proposed by CBS President Paley but afterward modified considerably by the CBS president, Mr. Fly said the issue could only be met after fullest study and opposed such an undertaking at this time because the Commission now is "essentially a war agency".

Apropos newspaper ownership, the chairman said the Commission's study is still in progress and that when "you're dealing in channels for control of public opinion, there is a clear reason for scrutiny of the character the FCC has given the newspaper situation".

Dealing with the clear-channel study, the chairman said this was basically an engineering problem. He suggested that if the Committee desired further testimony it should call the FCC's chief engineer, E. K. Jett, as one fully qualified to give a clear and precise picture of the controversy "from the public point of view".

Income of Networks Shown on Exhibits

Chairman Fly introduced a series of exhibits dealing with chain broadcasting. Replying to a question previously asked by Rep. Halleck, who had pointed out that only 45 of the 96 witnesses who appeared at the original FCC proceedings had been called by the three national networks, Mr. Fly produced an exhibit indicating that only six of the witnesses actually were called by the FCC.

Another exhibit showed that in 1941 CBS had a net income, after Federal income tax had been paid, amounting to 55.8% of the total depreciated value of all of its property, tangible and intangible. NBC's percentage was 67.2%. MBS showed no profit as an independent entity, Mr. Fly said, but its stockholders "do show substantial profits". An exhibit showed that the consolidated net broadcast income of seven MBS stockholders for 1941, before payment of Federal income tax, amounted to 67.5% of the depreciated value of all their broadcast property.

Another exhibit indicated the proportion of stations and power affiliated with national networks and showed that whereas NBC and CBS have 40.2% and 37.8% of the total nighttime power, the BLUE and MBS have only 8.7% and 8.5%, respectively.

Asserting the importance of these figures is not readily apparent, Mr. Fly said that two of the networks do not have sufficient power to be "audible throughout the nation". The exhibit also disclosed, he said, that only 6.3% of the nighttime power of the country is unaffiliated with any national network. "Obviously, no new network can enter the field if it must seek its affiliates only from these small and scattered independent stations," he said.

The eight chain-broadcasting regulations were each designed to remedy a specific abuse uncovered by the investigation, he said. Mr. Fly discussed each of them in turn, using illustrations generally familiar to observers.

Abuse of Territorial Exclusivity Claimed

Citing exclusivity of affiliation, Mr. Fly said that the "abuse" reposed in the situation where listeners in a number of cities are deprived of many network programs and the country's radio service is limited. He cited the 1939 World Series on MBS, as an example, declaring that some NBC and CBS stations wanted to carry the series but that the networks said no, standing on exclusivity. The cure is the FCC's regulation 3.101, providing that network affiliation contracts may not be drawn to prevent a station, if it so desires, from carrying programs from another network.

The "abuse" of territorial exclusivity was described as a condition wherein, if the regular affiliate in an area decides not to carry a program, the network may not offer that program to any other station in the area. He pointed out that WRVA, Richmond, has a contract with CBS that provides the network may not send programs to any other stations within 80 miles of Richmond.

MBS, he said, prior to the promulgation of the regulations, was even more vulnerable with respect to this "abuse" than CBS or NBC. He cited the MBS contract with Don Lee, giving the latter territorial exclusivity for the whole Pacific Coast. The only saving grace, he said, was the provision that MBS would give up these exclusivity clauses whenever the FCC so ruled or the other networks voluntarily gave them up.

The cure, he said, is regulation 3.102, providing that the regular affiliate may not prevent some other station from carrying a network program in the event the regular affiliate rejects it.

On duration of affiliation contracts, Mr. Fly said the station usually is bound by the contract for five years and the network for one year. The cure, he asserted, is regulation 3.103, which originally provided that an affiliation contract might not exceed one year, which at that time also was the period of the license. Consequently, the Commission lengthened the term of the license to two years and coincidentally the maximum term of affiliation.

Claims Local Programs Are Discouraged

Discussing option time, the most controverted of the regulations, Mr. Fly said that by taking an option on all the hours of its affiliates, CBS is able to discourage non-network programs. NBC, he asserted, achieves substantially the same effect by optioning the best hours of its stations. He said these options discourage not only local programs but also transcriptions.

As his main illustration, Mr. Fly said option time puts local advertisers in the position of local merchants who can rent a store on Main Street only subject to the condition that if a New York chain store comes along, the local merchant must move off Main Street within 28 days. He called option time, along with exclusivity, the chief block to "free speech over the radio".

The cure, Mr. Fly testified, is regulation 3.104, which he said does not ban options but does subject the optioning of time to four restrictions. First, a station may not contract with one network that it will not option time to another network; second, a network cannot use its option time to oust another network from time already bought and scheduled; third, certain hours of the broadcast day are excluded from network options, and left free for sale on a first-come first-served basis to networks and non-network users alike; fourth, as a further protection for local programs, they are afforded 56 rather than 28 days' notice before they are forced to give way for a network program.

Pointing out that this type of option has sometimes been called "non-exclusive", Mr. Fly said that the method was simple. He disclaimed the NBC and CBS contentions that time can't be cleared under the option rule and discounted the "horrors" enumerated. He described as "nonsense" the contention of CBS Counsel John J. Burns that networks would be unable to clear time for speeches by the President if the option rule is enforced.

Outlines Ownership Of Stations by Networks

Beyond that, Chairman Fly disputed the allegation that the regulation would "break up the business", asserting the charge always is raised in monopoly cases of this sort. He said the option time rule had been modified once at the request of the networks, to suit their convenience, and that if anyone has further amendments to suggest which will make the rule still more convenient, the Commission would give such suggestions "full and fair consideration". But he asserted the Commission would not so modify the rules to continue the power of "option time to block the growth and development of network broadcasting in this country."

Mr. Fly next took up station rejection of network programs, pointing out that the requirement under

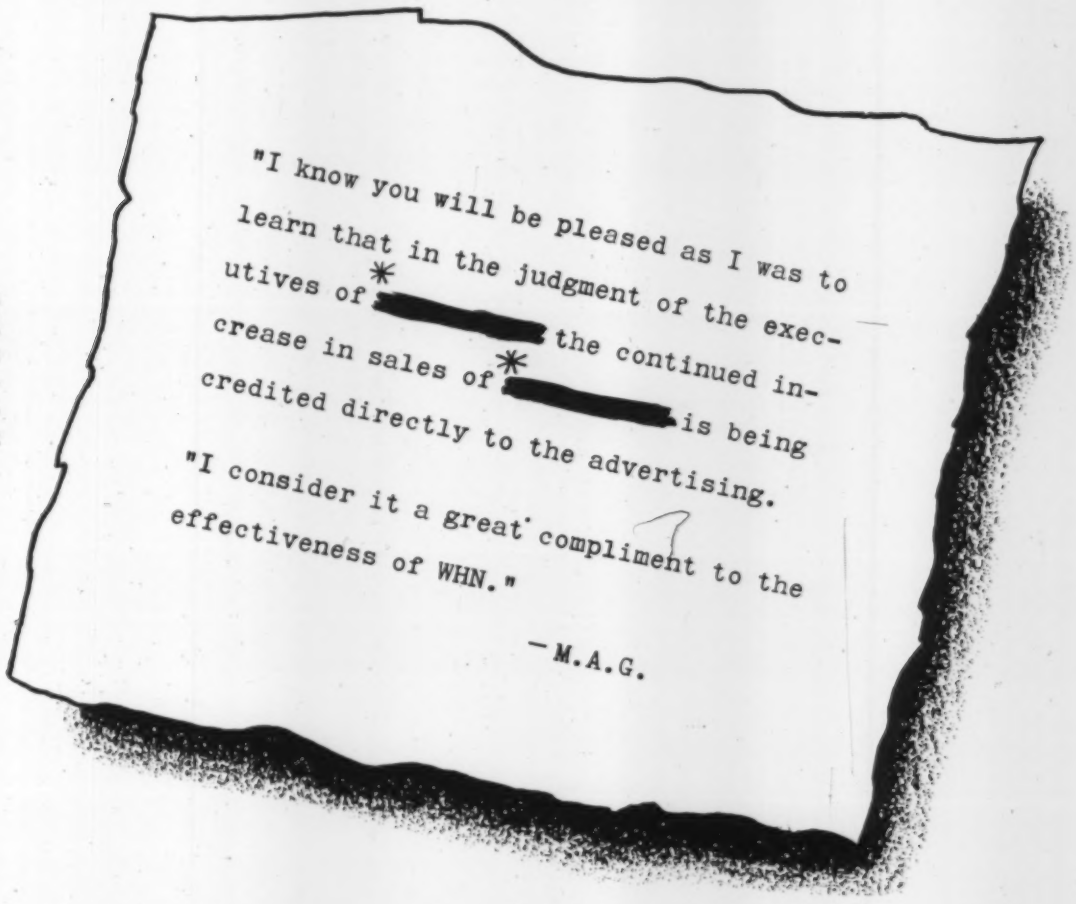
(*Continued on page 56*)

THEIR CONTRIBUTIONS to broadcasting won this quintet honorary life membership in LACCRA, the Los Angeles City College radio organization. Admiring each other's membership pins after presentation at LACCRA's annual banquet are (l to r): Robert Barton Behr, Hollywood script writer; Elliott Lewis, actor featured on the weekly CBS *Junior Miss Show*, sponsored by Procter & Gamble Co. (Ivory Snow); Frank Graham, CBS Hollywood narrator; Ona Munson, feminine lead in the weekly CBS *Big Town*, sponsored by Lever Bros. Co. (Rinso); and Ken Niles, announcer of the latter program.

XUM

WHN Advertiser Report No. 3

(A series of comments written by leading advertising men.)


"I know you will be pleased as I was to learn that in the judgment of the executives of * the continued increase in sales of * is being credited directly to the advertising.
"I consider it a great compliment to the effectiveness of WHN."
—M.A.G.

*Any WHN Sales Representative will "un-censor" this letter, from his portfolio of advertiser-success letters. Ask to see it.

These words were written by the agency executive on an account which is now in its second year on the air with a WHN-planned program — two years of continuous broadcasting matched with two years of "continued increase in sales." Doesn't that indicate why America's most powerful independent station belongs at the top of your advertising schedule for Summer and Fall?

WHN **50,000 WATTS • 1050 CLEAR CHANNEL**
NEW YORK

Chicago Office: 360 N. Michigan Avenue

PUBLIC LIBRARY

Paramount Buys WCOS, Columbia

WLIB, Brooklyn, Change Also Approved By FCC

PARAMOUNT PICTURES, New York, and several of its executives and employes acquired the license of WCOS, Columbia, S. C., when the FCC July 1 approved an application for assignment of the station's license to Carolina Broadcasting Corp. Selling is Carolina Advertising Corp., which receives a total consideration of $72,000.

Stock of the new licensee is divided into 450 shares of Class A and 450 of Class B. Paramount holds the entire B issue. The A stock is owned by a score of other business men including R. R. Wheelby, Atlanta theatre operator and connected with Paramount, who is also president of the new company; L. H. Goldson, New York Paramount executive, vice-president; J. H. Harrison, of Atlanta; and H. F. Kincey, of Chicago.

WCOS operates on 1400 kc. with 250 watts.

WLIB Assignment Approved

The Commission at the same time authorized the assignment of WLIB, Brooklyn, formerly WCNW, by Arthur Faske to WLIB Inc. Mr. Faske, founder of the station and operator of the station since its inception in 1926, is also president of the new company.

Other principals are Elias Godofsky, general manager of WLIB; Louis W. Berne, sales promotion manager; William Weisman, attorney, formerly with WMCA, New York; Aaron L. Jacoby, former registrar and sheriff of Kings County and now director of the Brooklyn Hebrew Orphan Asylum; and Irwin Steingut, Democratic minority leader of the New York State Assembly.

LOWMAN'S DUTIES TO SEWARD, BECKER

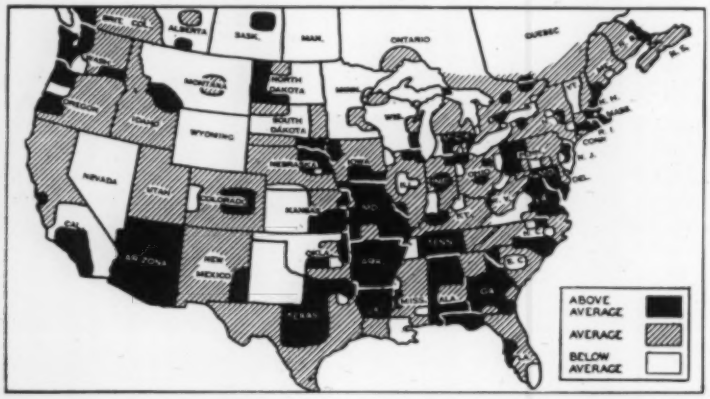
JAMES M. SEWARD, assistant secretary-treasurer of CBS, and I. S. Becker, assistant director in charge of operations, have been appointed by Paul W. Kesten, CBS vice-president and general manager, to take over various duties formerly handled by Lawrence W. Lowman, CBS vice-president in charge of operations, who has been commissioned a major in the Army to serve in the Office of Strategic Service [BROADCASTING, June 29].

Mr. Seward, who will continue as assistant secretary of the network, will assume most of Mr. Lowman's former duties, and will be director of operations for programs and production, as well as supervisor of engineering, traffic and sound effects.

Mr. Becker, in addition to controlling part of the network's programming, will handle labor relations with such organizations as the AFM and AFRA.

UNITED BUSINESS JULY FORECAST MAP

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



Advertising Industry Told by Council How to Aid in Mobilization of America

HOW advertising can mobilize the American people for the total war is explained in a 24-page booklet titled "A plan for business to use one of its principal tools to help win the war" which the Advertising Council is now distributing to industry associations and to individual companies.

Pointing out that advertising can get from Americans voluntarily the same kind of cooperation the Axis gets from its citizens by force, that the need for "planned, coordinated advertising" is urgent, and that we cannot afford to wait for a Congressional appropriation for a nationwide advertising campaign, assuming that the conflicting points of view in Washington might be eventually resolved in favor of the idea, the brochure urges industry to "set aside at once advertising facilities to educate and inspire all the American people to full participation in the war."

Four Principal Proposals

Specifically, the Advertising Council War Information Plan proposes four main points: "1, that the Advertising Council shall supply facts to industry concerning basic themes the Government wishes publicized; 2, that each major industry or a combination of industries shall then decide which theme they prefer to promote and publicize, provided this theme has not already been adequately covered; 3, that each industry or a combination of industries shall then provide advertising facilities adequate to promote this theme properly; 4, that the Advertising Council, cooperating with industry committees, shall plan, clear, and secure approval of such advertising from Government."

Current themes, the Council states, would include a base campaign to explain the meaning of total war and each one's part in winning it, and supplementary, specific campaigns to raise funds for the USO, Red Cross, etc., to accelerate the sale of war bonds, to explain rationing, conservation, prices, etc., to build moral in war industries, to speed proper organization of civilian defense, to encourage car pooling, etc.

As an example, the Council outlines its base campaign on total war, designed to supplement and reenforce all other war information campaigns. As the base job, it rates the largest budget, the Council states. "Total War might be assigned to the automobile industry; could be effective with $12,930,545 spent in 12 months."

All Major Nets Planned

Plans calls for the expenditure of $2,900,000 for 208 half-hour programs, one evening broadcast a week on each of the four nationwide networks or a combination of daytime and nighttime program, with sponsorship rotated among participating advertisers. Other expenditures include approximately $3,000,000 for magazine; $4,000,000 for newspaper; $2,000,000 for outdoor advertising; $200,000 for business and technical publications; and $750,000 for production costs.

A substantially different campaign, that on Civilian Defense, is also outlined. "Government plans might indicate that advertising should concentrate in a short three-to-six-months' period—telling just those people in coastal, Great Lakes and Gulf areas and in other selected cities what must be done now to protect their homes and businesses from possible enemy action," the Council explains, adding that such a campaign would cost about $2,000,000 and might be assigned to the household appliances industry.

Radio and Newspapers

Radio and newspapers are the chosen media, using all daily papers in 20 coast states and in the major cities of the Great Lakes and Gulf regions, and a tailor-made network of 26 East Coast stations, 11 stations bordering the Great Lakes and seven Pacific Coast stations. Quarter-hour programs, broadcast three times a week for the half-year, would cost $300,000 for time and talent, while $1,660,000 is allotted for 22 1,000-line advertisements in 666 newspapers, plus $85,000 for production costs of the newspaper ads.

ATLANTIC NETWORK TO TEST OPERATION

ATLANTIC Coast Network, regional chain of ten stations, formed in May by American Broadcasting Co. [BROADCASTING, May 11], began operations July 1 on a purely experimental basis to test cues, programming and operational setup, according to Edward Codel, manager of the network. Experimentation will continue for about two weeks, after which full scale operations will go into effect, Mr. Codel said.

The network, represented nationally by John Blair & Co., consists of eight basic stations, including WNEW, New York; WWDC, Washington; WFBR, Baltimore; WPEN, Philadelphia; WELI, New Haven; WNBC, New Britain; WCOP, Boston; WFCI, Pawtucket-Providence, as well as two supplementary stations, WBOC, Hagerstown, Md., and WJEJ, Salisbury, Md. President of American Broadcasting Co., which will operate ACN, is Harold A. Lafount, who with Arde Bulova, owns controlling interest in five of the stations, WNEW, WCOP, WPEN, WNBC and WELI.

Blue Programs Listed For Teamed Sponsorship

NINE PROGRAMS particularly suitable for "teamed sponsorship" on the BLUE were listed last week by Phillips Carlin, BLUE vice-president in charge of programs. Teamed sponsorship allows four non-competitive advertisers, whose peacetime production has been discontinued for the duration, to sponsor one program, so each advertiser will be the featured sponsor once every fourth week as well as receive a reminder-mention every week.

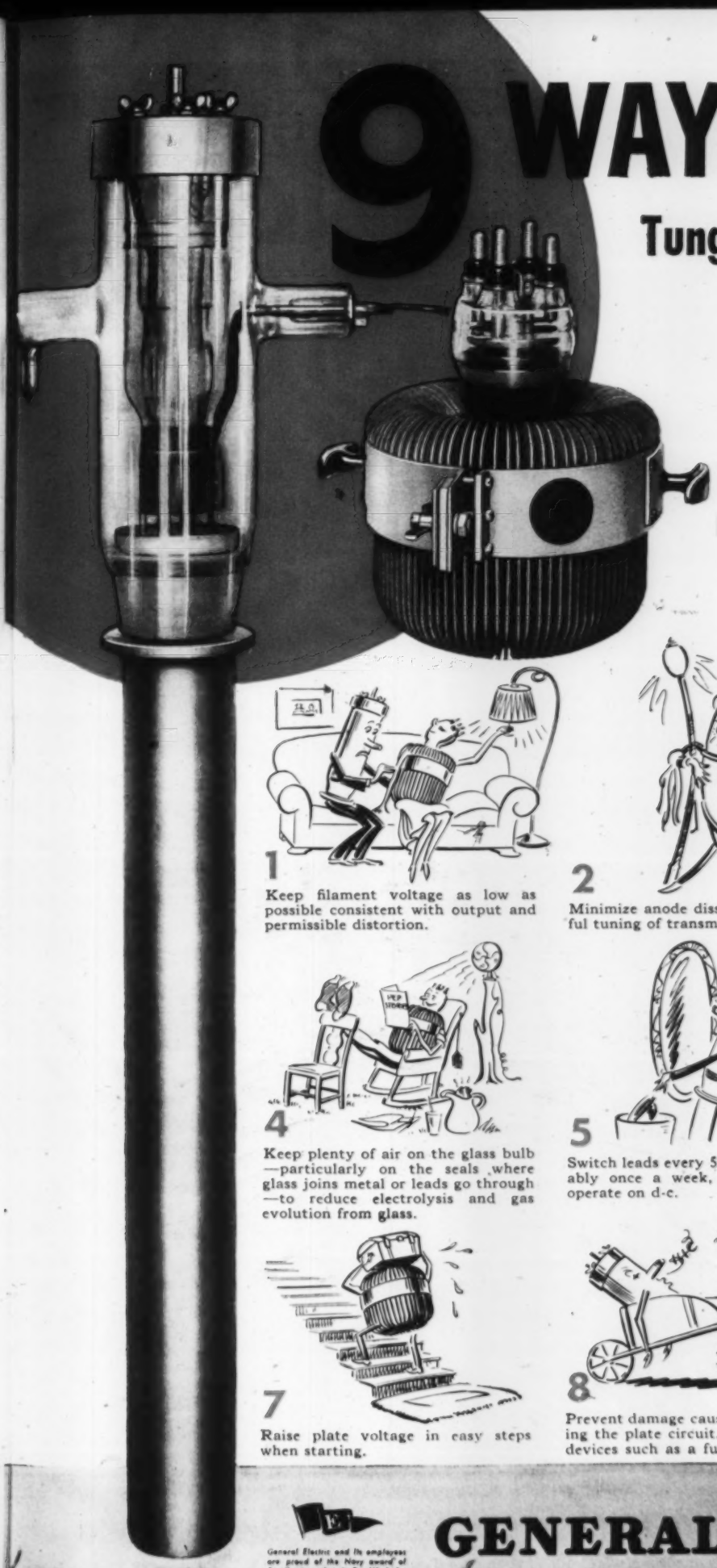
Suggested BLUE programs were *Alias John Freedom; Weekly War Journal; Believe It or Not; Green Hornet; Counterspy; Your Blind Date; Daughters of Uncle Sam*, currently off the air touring theatres, and *This Is the Truth*, also off the air.

Buttermilk Series

CONSOLIDATED PRODUCTS Co., Danville, Ill. (Semi-Solid Buttermilk), on Aug. 3 will begin sponsorship for 52 weeks of the *Buchaneers*, thrice-weekly quarter-hour early morning variety show on WLW, Cincinnati. Agency is Mace Adv. Agency, Peoria.

Husing Heads 'Cheers'

TED HUSING, CBS sportscaster, who appeared as guest m.c. on *Cheers From the Camps* on CBS June 23, has been assigned permanent m.c. of the show, institutional series sponsored by General Motors Corp., Detroit, Tuesday, 9:30-10:30 p.m.



9 WAYS to Make Your Tungsten-filament Tubes LAST LONGER

Here are a few suggestions for prolonging the life of pure-tungsten-filament tubes. Specific installation and operating instructions are available for *every* General Electric tube, as well as general instructions for water-cooled and air-cooled types. Send us a list of the G-E tubes you use. We shall be glad to furnish you with complete service information. A brief review of these instruction sheets will enable you in many cases to get thousands of extra hours from hard-to-get tubes. *General Electric, Schenectady, N. Y.*

1 Keep filament voltage as low as possible consistent with output and permissible distortion.

2 Minimize anode dissipation by careful tuning of transmitter.

3 Be sure there is plenty of water flowing on water-cooled anodes and plenty of air on air-cooled anodes to prevent hot-spotting and gassing.

4 Keep plenty of air on the glass bulb —particularly on the seals where glass joins metal or leads go through —to reduce electrolysis and gas evolution from glass.

5 Switch leads every 500 hours, preferably once a week, when filaments operate on d-c.

6 During starting cycle be sure the instantaneous current does not exceed 150 per cent of normal current.

7 Raise plate voltage in easy steps when starting.

8 Prevent damage caused by overloading the plate circuit. Use protective devices such as a fuse or relay.

9 Hard water (over 10 grains per gallon) should not be used for water-cooling. Distilled water will reduce scale formation on anode.

General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.

GENERAL ELECTRIC

Maintaining Broadcast Operations in War

Ingenuity in Utilizing All Available Material Required in Canada

By J. A. OUIMET
Assistant Chief Engineer, Canadian Broadcasting Corp.

Outside of winning the war itself, no subject is closer to the heart of the American broadcaster than the problem of plant maintenance under wartime restrictions. BROADCASTING *has published two noteworthy contributions on the subject recently—one, excerpting some of the Canadian experiences as related at in Army work, in the March 9 edition; the other by Charles H. Singer, WOR technical supervisor, now also with the Army, in the March 30 edition. We urged then that every manager require his technical staff to study the articles intently, and this one, excerpting some of the Canadian experiences as related at the Cleveland IRE convention this week, should also be read with the thought of profiting by experience.*

FOR THE CBC the problem of maintaining its operations in wartime is essentially the same as that which faces American broadcasters. It is confronted with the same serious economic difficulties, with the same dangers of sabotage, and finally with the same possibilities of enemy action which may bring about the destruction of its facilities.

Mr. Ouimet

With 10,000 miles of transmission lines operating through five time zones, the CBC network extends from Sydney, N. S., to Vancouver in B. C. and links together a total of 57 stations.

To man these facilities a technical staff of more than 150 is maintained, exclusive of the engineering personnel of its headquarters in Montreal.

The first wartime measures were introduced right at the start of the war, in the fall of 1939, and were directed against possible sabotage. These included the construction of barbed wire fences, the installation of flood lights, the erection of sand bag barricades, and finally the establishment of armed guards at all main outside plants.

Sand Barricades

To protect vital parts against destruction by explosive projectiles that may be directed from outside of the fenced enclosure, sand barricades have been erected around the guy anchors and at the base insulator of all vertical radiators.

The same precaution is also taken for the outside power substations and in front of certain sections of the transmitter buildings such as the large glass brick section of the transmitter at Vercheres.

It may be interesting to note that sand bags are not used here but loose sand between wooden supports. This construction is in sections so that damage to one part of the structure will not cause all the sand to pour out, rendering the whole barricade useless. It was learned by experience early in the game that sand bags are not suited to long exposure to Canadian climatic conditions, all the sand bag barricades that were originally installed having collapsed within 12 months, due to rotting of the bags.

Protection against sabotage is, of course, only a small part of the measures we have had to take. The situation in Canada with regard to sabotage of equipment and difficulties of procurement are just as serious as in the USA and perhaps even more so, since practically all the major radio parts and transmitter tubes used in Canada have to be purchased from American manufacturers.

As a contribution towards the solution of the general problem of equipment shortage and as the surest way of insuring the continuity of service, the engineers of the CBC are now concentrating their energies in an extensive conservation program. The CBC is taking every possible means to keep its operators, as well as members of other departments, constantly "conservation conscious".

War Manual

The backbone of this conservation drive is a sort of war emergency manual which is distributed to all who handle equipment. This manual outlines the facts of the problem and indicates practical ways of meeting it. This has been prepared in loose-leaf form so that sections can be modified or added with ease. This is supplemented by releases from Engineering Hdqrs. designed to keep the interest of the staff in conservation matters constantly alive. The material for these releases is generally taken from news items or from articles in newspapers and magazines which provide some striking examples of shortage difficulties or of particularly interesting ways of meeting them.

An accurate inventory has been made of all CBC facilities, spare parts, expendables, and even of so-called "junk piles" as a preliminary step towards redistribution if necessary. With the number of plants operated by the CBC this is an equivalent, within one organization, of the idea of "pooling of equipment" which is being considered by American broadcasters and under this plan the spares of any one of the CBC stations can be shipped at a moment's notice to any other CBC plant which may be in difficulty.

To conserve high-quality microphones, restrictions have been made to limit the number of microphones to be used on any one program. This last measure should actually improve the quality of programs since good engineering indicates the use of as few microphones as possible. Similarly, for turntables and reproducers all high-quality units are used only where the higher performance can actually be appreciated and they have been replaced with the cheaper types for such work as sound effects, auditions, etc.

In addition, a survey has been made of all so-called obsolete equipment, and antiquated amplifiers, which have been discarded on account of high noise level, etc., and when needed, these units will be rejuvenated by minor changes in tube types and circuits.

Cut in Power Output

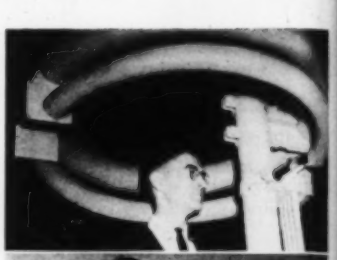
But perhaps the most important contribution that broadcasting could make towards conservation of tubes and equipment would be to actually reduce the power output of broadcast stations. A 20% power reduction might double the life of tubes and yet hardly affect the service to the listener. The CBC engineers are convinced of the advisability of this measure and have already taken active steps towards its application in recommending its adoption to the Canadian Radio Administration.

Pending official decision the necessary simple modifications to the control and protective circuits have been made at all CBC stations to switch over to reduced power operation without delay as soon as permission is granted. Tests that have already been made show that many tubes that had to be taken out of service as unable to deliver full power can give many more hours of useful life in operation with reduced power output.

To counteract the inevitable degradation of operating standards as inexperienced staffs gradually replace fully qualified personnel, an extensive educational program has been established to give the necessary theoretical background to the newscomers as well as to refresh the knowledge of the regular men who have been able to remain.

These advantages are available to the office staff in the hope of developing a trained reserve.

There are three other methods by which the effect of fire and sabotage losses can be minimized should they occur in spite of these precautions. These are the dispersion of facilities, the provision of standby or emergency facilities, and finally the prearrangement of facilities and operations in such a way as to allow readily the shifting of operations from one point to another if necessary.



LARGE-SIZE HALO above head of M. W. Scheldorf, GE radio transmitter engineer, in upper picture is a new type FM antenna he has developed. It was displayed at the Institute of Radio Engineers summer convention July 1 in Cleveland and is said to simplify radiation of radio waves in all directions horizontally.

New motif in antennas for automobiles of the future is displayed by Mr. Scheldorf in lower picture. This can be installed a short distance above the roof of automobile. it was said, and will provide the same operation secured from buggy-whip antennas used today. The toy locomotive was merely a prop.

Emergency Aerials

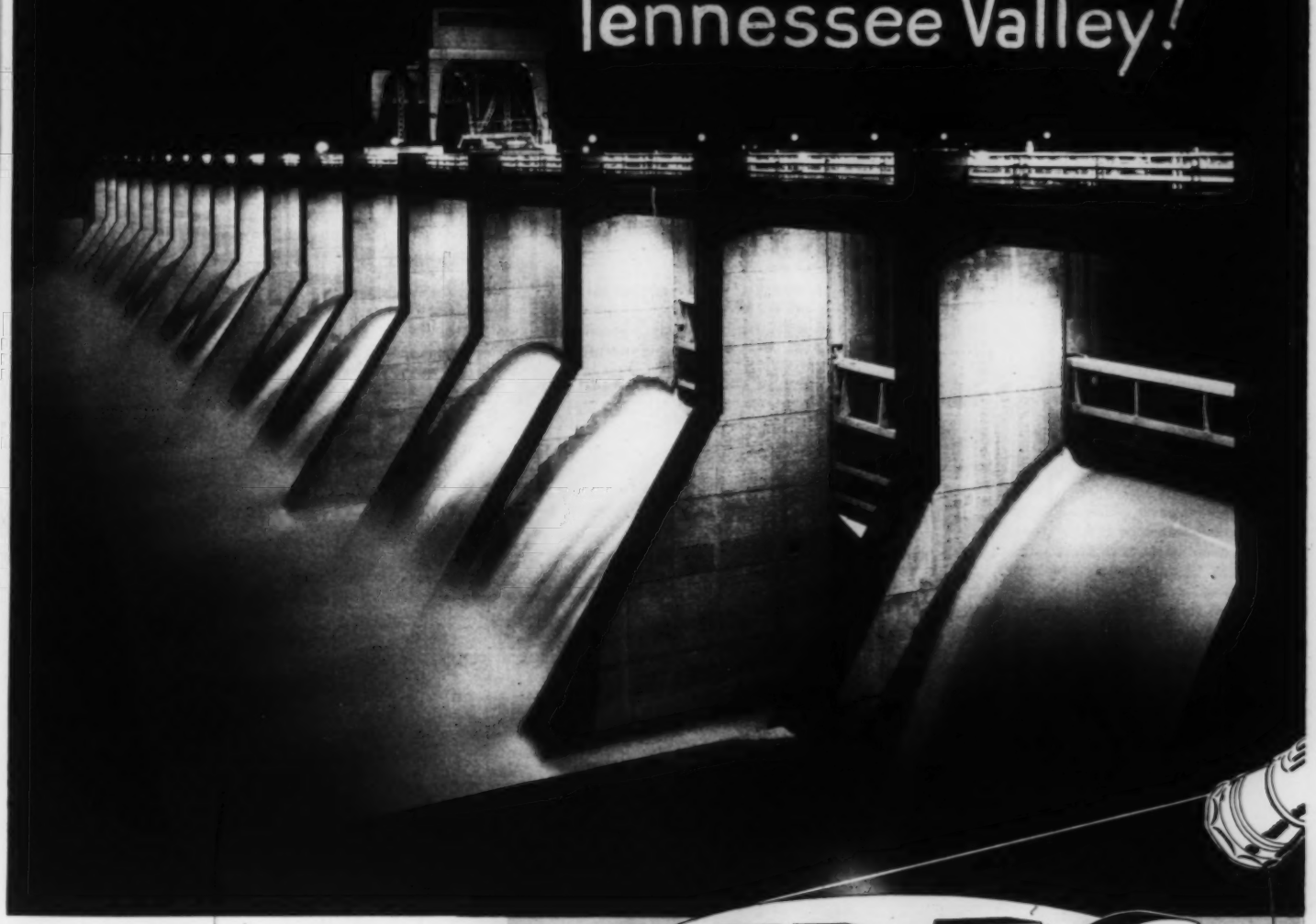
At transmitters, to meet the possibility of destruction of the regular antennae, emergency aerials will be installed at all transmitters. Having already lost one of our aerials in a gale, the 525-ft. radiator of CBM near Montreal, the CBC engineers have practical experience in the subject of antenna losses. These emergency antennae are simple, inexpensive, and designed to save material as much as possible.

They have come to the conclusion that a simple structure of the L or T type with 80 foot masts is adequate. On a frequency of 1070 kc. calculations give a field strength of 158 mv/kw at a mile and this is enough for emergency operation. Such an antenna costs only $1,000 complete. A similar structure with masts of 150 feet would cost twice

(Continued on page 44)

XUM

There's no blackout of Power in the Tennessee Valley!



IN 1939, TVA power sales amounted to $5,507,000.00. In 1940, these sales increased to $15,300,000.00. Over the same period, 23,000 additional farms were electrified.

Yes, there's a power "boom" in the Tennessee Valley area—one of the nation's richest industrial spots.

Power where Power counts most!

WLAC
NASHVILLE, TENN.
GOING SOON TO
50,000 WATTS

J. T. WARD, OWNER • F. C. SOWELL, MANAGER
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY!

Sydney Ross Co. Active in Latin Field

Subsidiary of Sterling Devotes 60% of Big Budget to Radio

WITH a Latin-American advertising apropriation for 1942 of more than $2,300,000, of which 60% is devoted to radio, the Sydney Ross Co. is an even bigger figure in radio below the Rio Grande than its parent organization, Sterling Products Inc., is in United States radio.

Using 224 stations in 19 Latin-American countries—and arrangements are now under way for the addition of one or more stations in Paraguay, which will give the company broadcasts from every country in Central and South America—the Ross schedule for the year calls for 4,199 half-hour programs, 4,998 quarter-hour shows and 2,292,400 announcements.

Placed Directly

Radio schedules are placed directly by the 31 branch offices of the company throughout Latin America, according to A. E. Calliari, who directs this branch of the Sterling advertising from headquarters in Newark, where a staff of 40 produces most of the program material used in the various campaigns. Six Spanish girls are kept busy typing scripts and cutting stencils for these programs.

Sterling has used radio in Latin America for six or eight years, Mr. Calliari said, but the big impetus came in 1939 after the acquisition of the Sydney Ross Co. and since that time the company has constantly increased its radio appropriation. Until recently spot announcements, varying from 10 words to one minute in length, were used exclusively, he stated, but now programs have been added.

Latin American radio practice is quite different from that in the United States, Mr. Calliari explained. Here, spot announcements are usually placed between programs or distributed within a participating program of music, comedy or home economics instruction. There, on most stations, announcements and phonograph records make up most of the program schedule, and if the station is popular there may be as many as 20 announcements, read one after another, between records.

Frequent Checks

To make its messages stand out, Sterling has been using anywhere from 20 to 75 spots per day per station, insisting wherever possible that its spots be read in the choice position immediately following each record. The company's local personnel make frequent checks on the stations to see that these preferred positions are not given to other advertisers.

Although Sterling alternated its advertising, devoting 25 announcements, say, to Mejoral on Mondays, Wednesday and Fridays, and to Phillips Milk of Magnesia on Tuesdays, Thursdays and Saturdays, the company still found it impossible to buy enough spots on most stations for the numerous Sterling products, since the broadcasters refused to allow any single company to buy up all of their spots.

So the company has recently begun putting radio programs of the North American variety on these Latin American stations, even though this step has necessitated sending seasoned production men from the United States to all parts of Latin America. Only in Argentine and Brazil, Mr. Calliari said, were experienced program men available locally.

Broadcasting in these countries has advanced far ahead of that in the remainder of Latin America; there is a wealth of good radio material available and in both Argentine and Brazil there are networks offering country-wide coverage, thus making it worth while to put on programs employing the best writers and artists, he explained.

Mexican Outlets

Citing XEW, Mexico City, as an example, Mr. Calliari said his company sponsors 35 programs a week on this station, which is powerful enough to cover most of Mexico. The programs range from daily soap operas to dramatizations of famous bull fights, with the fighters appearing as guest stars on the programs, and include adaptations of most types of programs popular in the United States; musical and variety shows with the best known Mexican composers and singers; news broadcasts, audience participation programs and even a comedy series of the Baby Snooks type.

Ross Pills (laxative), Phillips Milk of Magnesia, Glostora (hair dressing) and quite a line of other products are plugged on the Sterling programs but the largest share of the company's Latin American advertising appropriation is devoted to Mejoral, an aspirin product.

An article in the June issue of *Fortune*, titled "Popguns on the Southern Front" and dealing with the Latin American competition between Sterling and I. G. Farben, German chemical trust, since last September, when Sterling signed a Government consent decree breaking off its relations with the German organization, says that the Ross Company's chief job is "to crowd German aspirin from the shelves of Latin-American retail stores and replace it with American aspirin."

They're Selling Aspirin

In this effort, the *Fortune* article continues, and "as the first company to inject American sales and advertising techniques into a major Latin-American trade war, Sydney Ross is as important to the nation as it is to the company."

Stating that "Farben advertising tends to resemble grand opera and the German sales technique lacks sales initiative and drive", whereas the Ross organization "overlooks no possible promotion devices", the article reports that in every locality where Ross sales agencies had been established by the first of this year, "Sydney Ross men were able to sell more aspirin during the first quarter of the year than the Germans were able to sell during the same period in either 1940 or 1941."

See Their Men

REALIZING that there are now many husbands, sweethearts and brothers serving in the armed forces throughout the nation, KWK, St. Louis, has decreed that all girls on the administrative staff may have an additional week of vacation at their own expense in cases where they must take long and expensive trips to see their men.

When Historians of The Future . . .

From the Asheville (N. C.) Citizen, June 22

SHOULD the two-weeks' scrap rubber campaign launched by President Roosevelt prove to be an outstanding success, a large portion of the credit therefor should, and doubtless will go to the more than 800 radio stations of the country that are working ceaselessly behind the drive at all hours of the day and night.

Indeed, this is not only true of the scrap rubber campaign, but along all other lines of the national war effort including rationing, community defense, war stamps and bonds, scrap iron drives, etc.

These, in addition to the almost hourly broadcasts of war news and bulletins, hedged around by the problems of censorship, have added greatly to the burdens placed on radio stations in keeping the public fully and properly informed regarding the war effort at home.

These services of course add greatly to the operating expenses of radio stations everywhere, some of which are now doing duty 24 hours a day in areas where defense workers are living, providing news and entertainment to the thousands of men and women who get up late and deserve as good a radio fare as daylight workers.

When the historians of the future shall write the record of the great agencies that assured final victory for the United Nations, the contributions of America's radio stations will rank high in the annals of the Second World War.

STILL IN RADIO, though Army clad, Pvt. Edgar Kobak Jr., son of the executive vice-president of the BLUE (left), and Pvt. Robert Maurer, of the Armored Force Replacement Training Center at Ft. Knox, Ky., take parts in their own show, *Private Lives*, which they write and direct for WAVE, Louisville, Saturdays. They also write and direct *Roll of Honor* over WGRC, Louisville, and the Mutual Network, Sunday afternoons. In civilian life Pvt. Kobak worked for NBC-New York in the International Division. Pvt. Maurer worked in the radio department of the Henry J. Kauffman Adv. Agency, Washington, where he also originated two programs heard over WJSV and WINX. Both men work under the supervision of Capt. Addison F. McGee, of the Ft. Knox public relations office, who formerly served WKAT, Miami, as an announcer and sports commentator.

False Program Listing Is Basis Of Damage Suit

RAISING the question of responsibility of newspaper program listings, George H. Brasier, cowboy candidate for U. S. Senator from Oklahoma, has filed a $2,500 damage suit against KOME, Tulsa, and the Oklahoma Network. The suit contends the period purchased by the senatorial candidate for a broadcast on June 11 was carried in Tulsa newspaper program listings as *Bats in the Belfry*.

Mr. Brasier further alleges the program was to be carried "in appropriate words" and contends the program title, *Bats in the Belfry*, "subjected" him to "great ridicule in and about the community of Tulsa, where he was reared and educated, and where he is well known."

The station contends that after contracting for the 15-minute period, Brasier filed action against the network to compel acceptance of his manuscript, allegedly blue-pencilled by network officials. This created a complication, the station further states, that made it impossible for the station to meet the newspaper deadline which demands all program changes be made 24 hours in advance.

FOR the third consecutive year John Shepard 3rd, president of the Yankee Network, presented the Yankee Silver Trophy to the winner of the Yankee Handicap at Suffolk Downs on July 4.

XUM

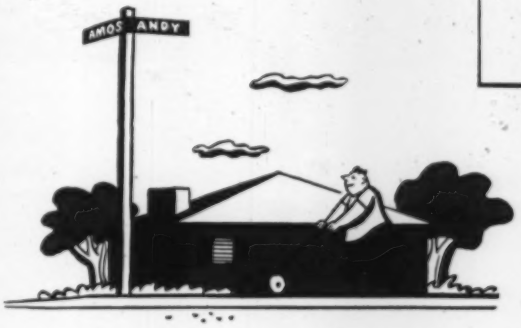
SHOWMANSHIP THAT SELLS!

Showmanship can be merely spectacular, or it can be spectacularly *successful.*

At KNX it is *successful*—for KNX showmanship *builds audiences* that pay dividends to Southern California advertisers. Examples?

CONGRATULATIONS JUNIOR!

Recently the presentation of more than 1500 model planes, by their schoolboy builders to U. S. Navy officials for use in pilot training, was broadcast to the nation with elaborate ceremonies from the forecourt of KNX... Such special events broadcasts, developed by KNX, are frequently so important that they go coast-to-coast over CBS.



KUDOS FROM BILLBOARD...

Billboard's award for the outstanding piece of radio station exploitation in 1941 went to KNX, for having streets in a war housing project named for its programs and stars... KNX, too, was first in Southern California to inaugurate an all-night schedule of *balanced* radio for night war-workers.

KNX's dealer service, moreover, is showmanship that goes all the way to the dealer's counter. It, too, is part of the spectacularly successful *showmanship* that year after year helps to make KNX the favorite sales medium for Southern California advertisers —those who demand *cash register results.*

KNX

50,000 WATTS • LOS ANGELES

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA • Owned and operated by the Columbia Broadcasting System • Represented nationally by Radio Sales: New York, Chicago, St. Louis, Charlotte, San Francisco

60 Stations Belong To Canadian Body

CAB Has All but 14 Enrolled; Survey Committee Named

SIXTY OF Canada's 74 privately-owned broadcasting stations are now members of the Canadian Assn. of Broadcasters. Applications from CFOS, Owen Sound, Ont., and CHPS, Parry Sound, Ont., were approved at the recent meeting of the directors of the CAB at Toronto.

A committee on surveys has been established by the CAB, advertising agencies and advertisers. Chairman of the committee is Walter Brown, of Canadian Business Research Foundation, Montreal. The CAB is represented by Henry Gooderham, CKCL, Toronto, and Jack Cooke, CKGB, Timmins, Ont. The Assn. of Canadian Advertisers has as representatives Lou Phenner of Canadian Cellucotton Products, Montreal, and W. D. Beach of Lever Bros., Toronto, The Canadian Assn. of Advertising Agencies has Adrian Head of J. Walter Thompson Co., Toronto, and Ray Barford, of J. J. Gibbons Ltd., Toronto, on the committee.

Code Study

A code committee was reestablished by the CAB at its recent directors meeting to study program structures and broadcast advertising practices with a view to recommending a code of ethics governing broadcast advertising practices at the next annual meeting. The committee has not yet been named but will consist of five CAB members.

CAB member stations have been urged to refer all requests for free time, except those of a purely local nature, to the headquarters of the CAB at Toronto. Government departments and national organizations requesting free time from Canadian stations are being advised to make all their requests through the CAB, except for local community activities and national network time. In regard to recruiting, local stations are left to use their own judgment as to whether or not they will accept payment for local military recruiting campaigns, military authorities not using radio "because they felt it was unfair to use such services without payment when they were using other media and paying for the use."

Tomlinson's Pact

EDWARD TOMLINSON, BLUE authority on Inter-American affairs, in signing a 52-week contract with the network for a continuation of his broadcasts, has added a quarter-hour period, Sunday, 6:45 p.m. to his schedule of analyses of hemispheric and inter-American news. Currently heard on BLUE Saturday, 6:45-7 p.m., and as one of the regular contributors on *Weekly War Journal*, Sunday, 7-7:30 p.m., Tomlinson will be heard in the new niche starting July 19.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 2
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

NBC INTER-AMERICAN COLLEGE

Permanent Institution to Be Launched Soon, —Supplementing University Courses—

By STERLING FISHER

Director, NBC
Inter-American University of the Air

AFTER a long period of preparation, the NBC Inter-American University of the Air, a permanent institution dedicated to the promotion of mutual understanding and good will among all the people of the Americas, is ready to emerge into the spheres of broadcasting and public utilization. The scope of its proposed activities is visible in the fact that it will offer regular radio supplementation to college courses in 22 nations simultaneously.

Concepts of Freedom

Its first series in the United States, *Lands of the Free*, will be launched on NBC July 6 in the evening period 10:30-11 following the inaugural broadcast June 28. This special broadcast featured short addresses by such noted statesmen and educators as Dr. Don Ezquiel Padilla, Mexican Secretary of State; Dr. Don Luis Quintanilla, Mexican Minister to the United States; A. A. Berle, assistant Secretary of State, and J. T. Thorsen, Minister of War Services for the Dominion of Canada. Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale U, gave an account of the origin of the University of the Air and its objectives.

The historical series, *Lands of the Free*, will seek not merely to trace the history of the Western Hemisphere through a succession of dates, wars and heroes, but will put focus for the first time upon the development throughout the Americas of the concepts and operations of freedom in its widely varying manifestations, from the town meeting of New England and the United States Bill of Rights, to the first representative election in the New World—the Cabildo in Asuncion, Paraguay, in 1539.

Within a few weeks after this historical series has been tested out, it is expected that the musical series *New World Music* will be ready to take its place on the air throughout the nations of this Hemisphere that may desire to make use of it.

Local Groups

The rapidly expanding plans of the Inter-American University of the Air do not confine themselves, however, to the airwaves alone. The institution, under the distinguished guidance of more than two score leaders of inter-American culture and education, is seeking every proper parallel means through which it may make the most rapid and powerful possible contributions to understanding among the peoples in the Americas.

To achieve this purpose, it is working out methods of utilizing these radio "courses" not only as the basis for assigned listening by college students of history, music, geography, science, and the like, but also of giving them maximum utility for many other groups throughout the nations that are concerned with inter-American affairs.

The latter are well represented by the nationwide Commission to Study the Organization of Peace, which has announced the adoption of the series *Lands of the Free* as the official study project for its thousands of local organized groups throughout the United States, which are making a survey of the problems of post-war organization.

Each broadcast of this first series as well as subsequent ones will not only be presented on NBC's domestic network of 134 stations, but also will be translated into Spanish and Portuguese for transcription purposes in the Latin American republics by the 124 stations affiliated with the NBC Pan American network. The programs also will be offered to the CBC.

Another parallel project of great scope and general public interest is the Institute of Inter-American Relations, now in process of being organized by the Inter-American University of the Air in Cooperation with Columbia U. Tentative features of this Institute which will be open to a limited number of students of inter-American affairs on the payment of a nominal fee, will be:

(1) Demonstrations of the broadcasting and college class utilization of the series *Lands of the Free*, and *New-World Music*.

(2) Lectures by eminent authorities of this and other American nations covering such fields as: history, geography, art, the theatre, languages, literature, radio broadcasting, and public health.

(3) Pan-American art exhibits and colored motion pictures of inter-American educational subjects.

(4) Inter-American commercial and educational exhibits.

(5) Demonstration broadcasting of the programs on the NBC short-wave international stations.

(6) Demonstrations of television broadcasting in the NBC studios.

(7) A special week-long musical entertainment feature in Radio City Music Hall, New York, based upon one of the broadcasts of the Inter-American University series *New World Music*.

(8) Concurrent, one-day, similar institutes to be held at some other universities in the United States, and possibly also at a few selected universities in Latin-American nations, with all the institutes sharing their leading features, for that day, with each other and with the general public through radio.

(9) Concurrent meetings in New York, under the Institute's auspices, of other groups and organizations interested in inter-American affairs.

Publications Used

A wide variety of publications are being specially prepared and made available in connection with the broadcasts of the Inter-American University of the Air, in order to increase their usefulness both to students and the general audience. The remarkably comprehensive social-historical geography, *Latin America*, by Preston E. James, has been adopted as an official reference book for the series *Lands of the Free*. It contains a special prefatory note by Dr. Angell regarding its utilization in connection with the broadcasts. Published by the Lothrop Lee & Shepard Co., it contains nearly 1,000 pages including copious illustrations. The C. S. Hammond Co. *World Atlas* has also been officially adopted for map reference purposes.

To provide detailed advance information about programs and suggestions for their use in group and class listening, the Odyssey Press is issuing a "Listener's Aid for *Lands of the Free*", which the company is making available at 25c a copy to cover costs. Listeners will undoubtedly get the greatest enjoyment and benefit from the broadcasts by supplementing them with references to these special publications.

XXI. CENSUS OF RADIO HOMES IN THE STATE OF OREGON

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Baker	5,406	83.7	4,525	2,838	87.7	2,488	1,225	78.2	958	1,343	80.3	1,079
Benton	5,669	87.9	4,978	2,726	94.8	2,585	1,166	85.9	1,001	1,777	78.4	1,392
Clackamas	17,669	88.9	15,704	1,977	93.9	1,856	9,320	91.3	8,507	6,372	83.8	5,341
Clatsop	7,605	88.7	6,746	4,328	91.4	3,957	2,382	86.4	2,059	895	81.6	730
Columbia	6,240	86.5	5,399	1,309	95.6	1,251	2,706	86.4	2,337	2,225	81.4	1,811
Coos	10,177	84.5	8,601	4,185	91.3	3,821	3,732	81.0	3,021	2,260	77.8	1,759
Crook	1,585	83.4	1,320	....	....	....	977	85.7	837	608	79.5	483
Curry	1,412	72.8	1,027	....	....	....	950	72.3	687	462	73.7	340
Deschutes	5,543	86.0	4,770	2,973	92.4	2,747	1,394	81.9	1,141	1,176	75.0	882
Douglas	7,872	82.9	6,526	1,588	92.7	1,472	3,277	80.4	2,636	3,007	80.4	2,418
Gilliam	815	83.1	677	....	....	....	478	86.1	411	337	79.0	266
Grant	1,931	83.2	1,607	....	....	....	1,297	81.9	1,063	634	85.8	544
Harney	1,630	82.3	1,341	841	86.8	730	316	81.9	259	473	74.5	352
Hood River	3,408	88.8	3,025	1,000	92.7	927	831	84.7	704	1,577	88.4	1,394
Jackson	11,396	87.0	9,916	5,279	92.2	4,866	3,177	82.0	2,606	2,940	83.1	2,444
Jefferson	630	76.3	481	....	....	....	355	80.1	284	275	71.7	197
Josephine	5,320	78.4	4,170	1,985	85.6	1,700	1,352	68.8	931	1,983	77.6	1,539
Klamath	11,977	87.6	10,499	5,056	91.3	4,614	5,023	85.3	4,285	1,898	84.3	1,600
Lake	1,926	81.1	1,563	....	....	....	1,345	83.2	1,118	581	76.6	445
Lane	20,922	87.4	18,295	8,591	93.3	8,019	7,131	84.5	6,029	5,200	81.7	4,247
Lincoln	4,711	76.8	3,619	....	....	....	3,577	80.5	2,880	1,134	65.2	739
Linn	9,135	82.0	7,494	2,733	91.5	2,501	2,498	80.6	2,013	3,904	76.3	2,980
Malheur	5,196	79.2	4,117	1,001	87.2	873	1,385	79.9	1,107	2,810	76.1	2,137
Marion	20,862	90.4	18,866	9,838	93.4	9,186	4,984	89.5	4,459	6,040	86.4	5,221
Morrow	1,243	82.6	1,026	....	....	....	613	85.5	524	630	79.7	502
Multnomah	117,267	93.8	110,049	102,063	93.9	95,849	12,521	94.8	11,872	2,683	86.8	2,328
Polk	5,867	84.3	4,950	1,084	91.8	995	2,346	87.0	2,041	2,437	78.5	1,914
Sherman	747	87.4	653	....	....	....	358	89.1	319	389	86.0	334
Tillamook	3,714	84.9	3,152	860	90.4	778	1,742	84.1	1,465	1,112	81.8	909
Umatilla	7,451	85.0	6,334	2,377	90.2	2,143	2,337	83.9	1,962	2,737	81.4	2,229
Union	5,316	87.2	4,638	2,480	89.5	2,221	1,483	87.8	1,302	1,353	82.4	1,115
Wallowa	2,172	83.5	1,814	....	....	....	1,091	87.6	956	1,081	79.4	858
Wasco	4,017	84.9	3,410	2,051	91.4	1,875	829	78.5	651	1,137	77.7	884
Washington	11,890	86.9	10,331	1,228	90.9	1,117	5,656	88.0	4,976	5,006	84.7	4,238
Wheeler	888	77.3	684	....	....	....	570	80.6	459	318	70.7	225
Yamhill	7,883	87.8	6,919	2,169	93.5	2,028	2,243	87.0	1,951	3,471	84.7	2,940
State Total	337,492	88.7	299,226	172,560	93.1	160,599	98,667	86.0	79,811	72,265	81.4	58,816

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Portland	102,063	93.9	95,849
Salem	8,901	93.5	8,321

Keep (sales)
Growing
With

KGW

"The Key to the Great West"

The anticipatory buying boom has levelled off—you've got to go out looking for sales now—and here's the place to find them!

Portland ranks second among U. S. cities of 400,000 or over in percentage of payroll increases. Paced by the shipbuilding industry, the entire Portland area is more prosperous than ever before.

People here have money to spend—lots of it. Tell 'em about the things you have to sell over KGW!

KGW

Portland, Oregon

5,000 watts • 620 kilocycles

NBC Red Network

Represented Nationally by

EDWARD PETRY & CO., INC.

ON THE BEAM!

KEX

"The Voice of the Oregon Country"

KEX is the only outlet in this busy, thriving, prosperous area carrying a full schedule of BLUE NETWORK programs. KEX is "going places" with the BLUE and that means that a lot of choice spots are available on KEX between established audience programs. Get in touch with the nearest Raymer office, or wire for availabilities.

KEX

Portland, Oregon

5,000 watts • 1190 kilocycles

Represented Nationally by

THE PAUL H. RAYMER CO.

XXII. CENSUS OF RADIO HOMES IN THE STATE OF NORTH CAROLINA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Almance	13,024	76.0	9,891	3,855	87.5	3,374	5,630	79.1	4,451	3,539	58.4	2,066
Alexander	2,890	56.5	1,633	....	....	....	822	69.7	573	2,068	51.2	1,060
Alleghany	1,988	44.2	878	....	....	....	321	53.9	173	1,667	42.3	705
Anson	5,977	47.5	2,842	880	70.3	619	1,497	60.2	901	3,600	36.7	1,322
Ashe	4,868	47.4	2,308	....	....	....	590	58.9	353	4,278	45.7	1,955
Avery	2,764	47.2	1,306	....	....	....	894	54.5	487	1,870	43.8	819
Beaufort	8,154	47.8	3,899	2,089	62.5	1,306	2,034	45.8	931	4,031	41.2	1,662
Bertie	5,353	43.8	2,349	....	....	....	1,695	56.4	956	3,658	38.1	1,393
Bladen	5,621	43.0	2,418	....	....	....	1,601	55.9	895	4,020	37.9	1,523
Brunswick	3,673	39.7	1,460	....	....	....	1,768	46.4	821	1,905	33.6	639
Buncombe	26,375	74.3	19,593	13,290	81.8	10,869	7,240	71.2	5,151	5,845	61.1	3,573
Burke	7,783	68.7	5,340	2,409	83.5	2,012	2,918	70.0	2,042	2,456	52.4	1,286
Cabarrus	13,176	80.0	10,537	3,783	84.9	3,211	6,642	86.3	5,730	2,751	58.0	1,596
Caldwell	7,617	64.2	4,890	1,809	76.0	1,374	2,773	67.3	1,865	3,035	54.4	1,651
Camden	1,271	52.9	672	....	....	....	512	52.9	271	759	52.8	401
Carteret	4,261	55.5	2,366	1,717	63.1	1,084	1,670	50.3	841	874	50.5	441
Caswell	3,916	46.7	1,831	....	....	....	627	65.2	409	3,289	43.2	1,422
Catawba	11,709	76.6	8,982	4,606	84.0	3,867	3,636	82.0	2,982	3,467	61.5	2,133
Chatham	5,368	55.7	3,000	....	....	....	1,903	69.3	1,320	3,465	48.5	1,680
Cherokee	4,021	49.0	1,970	....	....	....	1,638	64.3	1,054	2,383	38.4	916
Chowan	2,539	48.4	1,229	967	64.9	628	57	46.4	26	1,515	37.9	575
Clay	1,401	38.4	537	....	....	....	232	52.4	122	1,169	35.5	415
Cleveland	12,474	65.7	8,200	4,862	75.8	3,686	1,990	78.9	1,570	5,622	52.4	2,944
Columbus	9,798	45.8	4,500	717	76.2	547	2,363	44.5	1,051	6,718	43.2	2,902
Craven	7,367	50.2	3,702	3,147	59.4	1,868	1,664	45.3	754	2,556	42.3	1,080
Cumberland	11,960	52.6	6,299	4,174	62.9	2,625	3,860	58.6	2,262	3,926	36.0	1,412
Currituck	1,663	43.5	724	....	....	....	686	42.0	288	977	44.6	436
Dare	1,454	64.5	938	....	....	....	1,394	64.8	903	60	58.6	35
Davidson	12,029	75.3	9,057	4,995	81.0	4,046	2,971	77.3	2,297	4,063	66.8	2,714
Davie	3,320	63.1	2,100	....	....	....	1,260	76.1	959	2,060	55.4	1,141
Duplin	8,683	43.9	3,815	....	....	....	2,276	54.1	1,231	6,407	40.3	2,584
Durham	19,898	76.7	15,275	15,277	80.4	12,284	2,706	76.9	2,080	1,915	47.6	911
Edgecomb	10,333	55.1	5,696	4,621	75.3	3,480	1,048	48.6	510	4,664	36.6	1,706
Forsyth	30,800	75.8	23,338	20,177	76.1	15,347	6,815	80.6	5,495	3,808	65.6	2,496
Franklin	6,522	43.5	2,838	....	....	....	1,972	55.3	1,090	4,550	38.4	1,748
Gaston	19,529	77.0	15,029	7,631	81.2	6,196	9,125	80.3	7,323	2,773	54.5	1,510
Gates	2,124	41.0	871	....	....	....	492	48.0	236	1,632	38.9	635
Graham	1,316	41.7	548	....	....	....	500	44.7	223	816	39.9	325
Granville	6,189	45.5	2,841	953	78.4	747	1,116	58.5	653	4,120	35.0	1,441
Green	3,556	58.6	2,086	....	....	....	453	70.2	318	3,103	57.0	1,768
Guilford	36,842	80.2	29,540	24,224	83.5	20,219	7,159	80.9	5,791	5,459	64.7	3,530
Halifax	11,446	44.7	5,100	2,623	76.8	2,013	3,504	47.7	1,672	5,319	26.6	1,415
Harnett	9,205	56.1	5,177	1,284	69.8	896	2,384	68.4	1,630	5,537	47.9	2,651
Haywood	7,651	59.9	4,574	1,974	84.3	1,664	2,553	58.4	1,491	3,124	45.4	1,419
Henderson	6,363	67.0	4,268	1,466	77.6	1,138	2,271	71.4	1,622	2,626	57.4	1,508
Hertford	4,024	48.0	1,942	....	....	....	1,595	63.5	1,013	2,429	38.3	929
Hoke	2,900	45.2	1,306	....	....	....	717	63.1	452	2,183	39.1	854
Hyde	1,720	39.7	683	....	....	....	669	43.1	289	1,051	37.5	394
Iredell	11,438	68.4	7,817	4,517	79.9	3,610	2,266	70.9	1,606	4,655	55.9	2,601
Jackson	4,008	42.9	1,721	....	....	....	1,217	55.0	670	2,791	37.7	1,051
Johnston	13,813	52.4	7,235	924	69.2	640	3,582	58.6	2,098	9,307	48.3	4,497
Jones	2,185	42.4	924	....	....	....	585	47.3	276	1,600	40.5	648
Lee	4,148	68.5	2,836	1,217	83.9	1,021	971	63.5	617	1,960	61.1	1,198
Lenoir	8,860	61.2	5,411	3,698	70.6	2,611	936	62.0	581	4,226	52.5	2,219
Lincoln	5,190	67.3	3,494	1,119	78.8	882	1,402	72.0	1,010	2,669	60.0	1,602
McDowell	5,015	59.9	2,996	713	89.2	636	2,978	60.6	1,804	1,324	42.0	556
Macon	3,489	43.0	1,498	....	....	....	1,148	51.0	585	2,341	39.0	913
Madison	4,846	43.8	2,120	....	....	....	880	63.9	562	3,966	39.3	1,558
Martin	5,144	43.8	2,259	940	52.3	492	1,065	56.4	601	3,139	37.1	1,166
Mecklenburg	36,320	76.5	27,785	24,966	79.3	19,794	6,764	82.0	5,548	4,590	53.2	2,443
Mitchell	3,392	58.5	1,984	....	....	....	1,116	67.5	754	2,276	54.0	1,230
Montgomery	3,593	55.7	2,002	....	....	....	1,933	64.4	1,245	1,660	45.6	757
Moore	6,719	56.8	3,816	876	70.0	614	3,042	61.3	1,863	2,801	47.8	1,339
Nash	11,780	54.4	6,394	3,287	72.0	2,367	2,136	60.5	1,292	6,357	43.0	2,735
New Hanover	12,054	68.3	8,230	8,577	68.5	5,874	2,886	68.9	1,989	591	62.1	367
Northampton	5,622	36.3	2,045	....	....	....	1,808	51.1	925	3,814	29.4	1,120
Onslow	3,777	41.7	1,579	....	....	....	1,060	51.1	541	2,717	38.2	1,038
Orange	5,239	66.3	3,474	975	92.9	905	1,876	71.7	1,345	2,388	51.3	1,224
Pamlico	2,170	39.4	856	....	....	....	1,306	36.3	474	864	44.2	382
Pasquotank	4,867	63.8	3,107	2,901	72.5	2,104	777	58.8	457	1,189	45.9	546
Pender	3,754	39.6	1,487	....	....	....	1,438	38.4	552	2,316	40.4	935
Perquimans	2,269	45.4	1,030	....	....	....	770	50.6	390	1,499	42.7	640
Person	5,113	52.7	2,697	1,078	74.3	801	726	70.9	515	3,309	41.7	1,381
Pitt	12,733	54.8	6,977	3,825	70.8	2,710	2,056	59.7	1,227	6,852	44.4	3,040
Polk	2,679	57.9	1,548	....	....	....	1,231	72.6	893	1,448	45.3	655
Randolph	10,318	68.4	7,042	1,764	82.1	1,449	3,843	76.7	2,948	4,711	56.1	2,645
Richmond	8,094	59.7	4,832	2,256	72.1	1,626	3,483	66.2	2,304	2,355	38.3	902
Robeson	15,741	44.7	7,062	1,430	72.5	1,037	4,833	54.5	2,636	9,478	35.8	3,389
Rockingham	12,923	70.3	9,072	2,558	77.1	1,972	5,768	75.3	4,341	4,597	60.0	2,759
Rowan	16,336	79.8	13,032	5,765	85.7	4,941	6,890	83.0	5,715	3,681	64.6	2,376
Rutherford	9,981	65.0	6,476	2,081	76.6	1,594	3,419	74.0	2,530	4,481	52.5	2,352
Sampson	9,766	44.8	4,377	919	66.4	610	1,346	49.4	665	7,501	41.4	3,102
Scotland	4,917	45.9	2,223	1,462	60.7	887	1,012	63.1	639	2,443	28.5	697
Stanly	7,575	74.2	5,611	1,030	91.4	942	3,966	79.9	3,169	2,579	58.2	1,500
Stokes	4,838	55.7	2,694	....	....	....	680	72.4	492	4,158	53.0	2,202
Surry	9,190	62.6	5,744	2,088	85.7	1,789	2,471	67.0	1,655	4,631	49.7	2,300
Swain	2,505	38.5	967	....	....	....	807	56.2	454	1,698	30.2	513
Transylvania	2,663	62.9	1,673	712	82.3	586	621	64.2	399	1,330	51.7	688
Tyrrell	1,210	48.6	588	....	....	....	432	49.3	213	778	48.2	375
Union	8,508	61.0	5,200	1,654	68.3	1,130	1,297	74.2	963	5,557	55.9	3,107
Vance	6,394	53.5	3,422	1,834	70.8	1,298	1,828	65.7	1,200	2,732	33.8	924
Wake	24,330	70.0	17,024	10,557	86.1	9,091	6,569	69.2	4,546	7,204	47.0	3,387
Warren	4,532	32.7	1,488	....	....	....	1,523	51.1	778	3,009	23.6	710
Washington	2,694	47.2	1,228	....	....	....	1,419	51.0	724	1,185	42.5	504
Watauga	3,846	53.3	2,055	....	....	....	1,021	73.3	749	2,825	46.2	1,306
Wayne	12,019	57.7	6,937	4,864	67.1	3,266	1,447	63.5	918	5,708	48.2	2,753
Wilkes	9,049	46.9	4,249	998	77.4	773	1,775	63.7	1,131	6,276	37.4	2,345
Wilson	11,061	58.2	6,449	4,802	67.4	3,234	1,283	59.0	756	4,976	49.4	2,459
Yadkin	4,542	59.2	2,693	....	....	....	1,230	69.0	848	3,312	55.7	1,845
Yancey	3,585	42.3	1,515	....	....	....	542	52.7	285	3,043	40.0	1,230
State Total	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Asheville	13,290	81.8	10,869
Charlotte	24,966	79.3	19,794
Durham	15,277	80.4	12,284
Greensboro	14,598	87.1	12,720
High Point	9,626	78.0	7,505
Raleigh	10,557	86.1	9,091
Rocky Mount	6,230	76.3	4,752
Wilmington	8,577	68.5	5,874
Winston-Salem	20,177	76.1	15,347

XUM

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GREENSBORO, NORTH CAROLINA

XXIII. CENSUS OF RADIO HOMES IN THE STATE OF LOUISIANA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

Parishes	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Acadia	10,971	39.2	4,300	3,816	54.2	2,068	2,132	43.3	923	5,023	26.1	1,309
Allen	4,464	43.3	1,933	1,091	54.1	590	1,892	48.7	922	1,481	28.4	421
Ascension	5,182	39.7	2,060	997	61.1	610	1,784	39.5	705	2,401	31.0	745
Assumption	4,263	32.7	1,391	....	....	....	2,052	35.3	723	2,211	30.2	668
Avoyelles	9,500	36.9	3,511	951	63.4	603	2,813	42.2	1,186	5,736	30.0	1,722
Beauregard	3,772	41.2	1,551	1,050	55.0	578	882	32.2	284	1,840	37.4	689
Bienville	5,671	37.8	2,142	....	....	....	1,814	57.1	1,035	3,857	28.7	1,107
Bossier	8,100	42.6	3,422	1,569	77.1	1,210	1,980	60.1	1,191	4,551	22.4	1,021
Caddo	40,350	65.6	26,484	26,909	76.3	20,534	6,501	68.2	4,431	6,940	21.9	1,519
Calcasieu	14,522	63.2	9,179	7,382	72.3	5,338	5,191	55.9	2,902	1,949	48.2	939
Caldwell	2,902	46.5	1,348	....	....	....	1,346	56.9	766	1,556	37.4	582
Cameron	1,698	47.8	813	....	....	....	772	58.8	454	926	38.8	359
Catahoula	3,522	28.1	1,019	....	....	....	1,074	42.1	452	2,448	23.2	567
Claiborne	7,036	38.4	2,698	988	59.3	586	1,480	68.0	1,006	4,568	24.2	1,106
Concordia	4,131	28.1	1,161	925	41.6	385	896	38.3	343	2,310	18.8	433
DeSoto	7,897	30.3	2,378	1,197	64.6	774	1,460	46.8	683	5,240	17.6	921
East Baton Rouge	23,016	71.0	16,314	9,130	78.0	7,124	11,472	70.7	8,114	2,414	44.6	1,076
East Carroll	5,206	30.5	1,582	1,192	40.1	477	398	33.2	132	3,616	26.9	973
East Feliciana	3,263	27.3	889	284	67.0	190	633	51.4	326	2,346	15.9	373
Evangeline	7,678	23.9	1,827	1,060	51.0	541	1,752	36.8	645	4,866	13.2	641
Franklin	7,981	34.9	2,792	874	60.2	526	697	53.0	369	6,410	29.6	1,897
Grant	3,915	39.4	1,549	....	....	....	2,323	46.0	1,070	1,592	30.1	479
Iberia	8,904	50.7	4,519	4,442	63.9	2,839	1,765	49.8	878	2,697	29.7	802
Iberville	7,001	35.9	2,512	1,367	57.0	780	3,062	37.9	1,162	2,572	22.2	570
Jackson	4,355	51.3	2,231	734	76.3	560	1,805	60.9	1,099	1,816	31.5	572
Jefferson	12,726	74.9	9,531	4,022	71.6	2,880	8,396	76.6	6,428	308	72.4	223
Jefferson Davis	6,046	44.9	2,711	1,959	62.8	1,231	1,935	43.1	834	2,152	30.0	646
Lafayette	10,321	43.7	4,528	4,942	64.8	3,204	1,366	44.5	608	4,013	17.8	716
Lafourche	8,638	40.3	3,474	1,398	68.1	952	3,992	41.1	1,641	3,248	27.1	881
LaSalle	2,737	48.3	1,322	....	....	....	1,901	51.4	977	836	41.3	345
Lincoln	6,005	46.9	2,824	1,924	64.9	1,249	647	56.7	367	3,434	35.2	1,208
Livingston	4,258	41.6	1,771	....	....	....	1,610	46.2	743	2,648	38.8	1,028
Madison	5,012	31.2	1,561	1,759	48.7	857	366	29.8	109	2,887	20.6	595
Morehouse	7,244	34.7	2,511	1,932	62.3	1,205	1,147	49.2	565	4,165	17.8	741
Natchitoches	9,851	32.5	3,197	1,918	57.2	1,096	1,959	40.9	800	5,974	21.8	1,301
Orleans	133,040	77.2	102,649	133,040	77.2	102,649	....	....	....	....	....	....
Ouachita	15,836	63.5	10,035	10,323	71.5	7,378	2,527	66.1	1,670	2,986	33.1	987
Plaquemines	2,918	49.8	1,454	....	....	....	1,979	50.5	999	939	48.5	455
Pointe Coupee	5,767	31.5	1,815	....	....	....	1,460	52.5	767	4,307	24.3	1,048
Rapides	17,651	52.8	9,309	8,354	67.0	5,598	4,593	47.8	2,194	4,704	32.2	1,517
Red River	3,896	30.3	1,180	....	....	....	862	58.6	505	3,034	22.2	675
Richland	7,112	35.6	2,549	....	....	....	1,895	60.5	1,146	5,217	26.9	1,403
Sabine	5,605	36.1	2,020	....	....	....	2,713	44.2	1,199	2,892	28.4	821
St. Bernard	1,779	61.4	1,093	....	....	....	1,589	60.4	961	190	69.5	132
St. Charles	2,895	49.8	1,441	....	....	....	2,371	53.1	1,259	524	34.7	182
St. Helena	2,215	30.3	672	....	....	....	316	45.3	143	1,899	27.9	529
St. James	3,799	33.4	1,270	....	....	....	2,449	36.1	885	1,350	28.5	385
St. John the Baptist	3,393	42.7	1,449	....	....	....	2,625	46.2	1,213	768	30.7	236
St. Landry	15,576	32.2	5,021	3,641	62.7	2,282	3,234	38.4	1,241	8,701	17.2	1,498
St. Martin	5,672	32.0	1,812	845	47.1	398	1,642	44.7	734	3,185	21.3	680
St. Mary	7,633	46.8	3,569	2,837	63.5	1,802	2,640	44.2	1,167	2,156	27.8	600
St. Tammany	5,974	52.8	3,158	1,852	69.7	1,292	2,758	46.1	1,271	1,364	43.6	595
Tangipahoa	11,363	44.8	5,089	2,788	59.4	1,655	2,696	54.7	1,474	5,879	33.3	1,960
Tensas	4,489	23.4	1,050	....	....	....	1,160	42.9	498	3,329	16.6	552
Terrebonne	8,152	44.1	3,590	2,250	69.4	1,561	3,344	38.8	1,297	2,558	28.6	732
Union	5,004	45.5	2,298	....	....	....	1,338	63.7	852	3,666	39.4	1,446
Vermillion	8,959	39.0	3,495	2,422	57.2	1,385	2,402	39.0	937	4,135	28.4	1,173
Vernon	4,765	42.3	2,019	817	60.3	492	1,625	41.0	666	2,323	37.0	861
Washington	8,583	52.7	4,526	4,030	68.1	2,743	1,033	57.0	589	3,520	33.9	1,194
Webster	8,430	51.0	4,295	2,636	67.5	1,780	2,074	66.3	1,374	3,720	30.7	1,141
West Baton Rouge	3,007	35.2	1,061	....	....	....	1,242	54.8	682	1,765	21.5	379
West Carroll	4,515	46.6	2,103	....	....	....	1,031	51.5	531	3,484	45.1	1,572
West Feliciana	2,182	21.8	473	....	....	....	681	36.8	250	1,501	14.9	223
Winn	4,180	40.9	1,731	1,280	61.5	787	1,041	29.9	312	1,859	34.0	632
State Total	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Alexandria	7,276	65.6	4,773
Baton Rouge	9,130	78.0	7,124
Monroe	7,897	69.4	5,497
New Orleans	133,040	77.2	102,649
Shreveport	26,909	76.3	20,534

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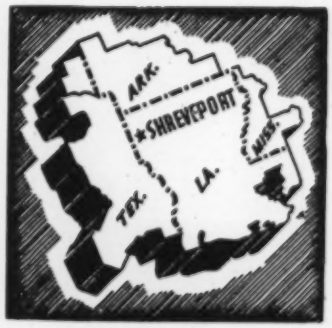

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The *SELLING POWER* in the *BUYING MARKET*

XXIV. CENSUS OF RADIO HOMES IN THE STATE OF MARYLAND

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Allegany	21,842	88.9	19,427	13,245	92.6	12,265	7,237	86.5	6,261	1,360	66.3	901
Anne Arundel	15,115	82.9	12,527	2,564	88.1	2,259	9,843	86.2	8,483	2,708	65.9	1,785
Baltimore	37,533	94.2	35,341	7,582	97.4	7,383	24,662	95.3	23,491	5,289	84.5	4,467
Baltimore City	227,582	93.9	213,790	227,582	93.9	213,790	....	....	....	....	....	....
Calvert	2,382	53.9	1,286	....	....	....	905	68.1	616	1,477	45.4	670
Carloine	4,862	72.1	3,507	....	....	....	2,807	77.7	2,182	2,055	64.5	1,325
Carroll	9,493	85.2	8,090	1,440	94.8	1,365	4,553	86.5	3,940	3,500	79.6	2,785
Cecil	6,333	81.1	5,136	953	90.0	857	3,443	81.9	2,820	1,937	75.3	1,459
Charles	3,779	50.4	1,907	....	....	....	1,773	61.2	1,085	2,006	41.0	822
Dorchester	7,239	69.5	5,040	2,812	77.0	2,167	2,600	65.1	1,694	1,827	64.5	1,179
Frederick	14,306	82.5	11,793	5,243	90.5	4,744	4,971	78.9	3,923	4,092	76.4	3,126
Garrett	4,953	65.9	3,267	....	....	....	2,636	73.1	1,928	2,317	57.8	1,339
Harford	8,274	82.4	6,823	1,320	90.1	1,190	3,531	84.1	2,970	3,423	77.8	2,663
Howard	3,965	80.1	3,176	....	....	....	2,432	83.5	2,031	1,533	74.7	1,145
Kent	3,702	70.6	2,613	849	77.5	658	1,841	63.6	1,171	1,012	77.5	784
Montgomery	21,740	91.0	19,771	2,100	96.5	2,027	16,513	93.5	15,432	3,127	73.9	2,312
Prince Georges	21,353	85.3	18,216	4,883	97.3	4,753	13,179	88.0	11,600	3,291	56.6	1,863
Queen Annes	3,913	65.9	2,579	....	....	....	2,255	65.3	1,472	1,658	66.8	1,107
St. Marys	3,084	42.6	1,313	....	....	....	1,471	43.2	635	1,613	42.0	678
Somerset	5,544	63.5	3,521	1,115	71.1	793	2,806	61.5	1,726	1,623	61.7	1,002
Talbot	5,267	75.5	3,970	1,346	89.2	1,200	2,237	70.9	1,585	1,684	70.4	1,185
Washington	17,697	86.5	15,305	8,784	93.2	8,185	6,131	83.2	5,098	2,782	72.7	2,022
Wicomico	9,744	77.9	7,597	3,799	86.0	3,268	3,320	74.5	2,473	2,625	70.7	1,856
Worcester	5,981	69.4	4,169	888	84.2	748	2,966	68.8	2,039	2,127	65.0	1,382
State Total	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Baltimore	227,582	93.9	213,790
Cumberland	10,339	92.7	9,585
Hagerstown	8,784	93.2	8,185

LESSON IN LOGIC:

BALTIMORE

represents the majority of radio homes in

MARYLAND!

To reach this profitable market your most economical medium is

WCBM

The only BLUE NETWORK outlet to Baltimore's 1,000,000

SELL BALTIMORE THRU WCBM!

John Elmer, President — Geo. H. Roeder, Gen. Mgr.

Today Baltimore is actually a beehive of industry . . one of the nation's busiest war production centers

WCAO

MARYLAND'S OLDEST BROADCASTING STATION
and
THE VOICE OF BALTIMORE

Has progressively for twenty years become more firmly entrenched in the homes of Baltimoreans.

LICENSED MAY 8, 1922 — MEMBER CBS BASIC NETWORK SINCE 1927

"THERE'S ALWAYS A GOOD SHOW OVER

WCAO"

600 KC.
5000 WATTS NIGHT & DAY SOON

C. E. HOOPER REPORTS ON A MASS MIGRATION!

ALL THE FACTS

TIME	W-I-T-H	Sta. A	Sta. B	Sta. C	Sta. D	TIME	W-I-T-H	Sta. A	Sta. B	Sta. C	Sta. D
8:00 A.M.– 8:30 A.M.	4	3	1	5	2	2:00 P.M.– 2:30 P.M.	3	2	1	5	4
8:30 A.M.– 9:00 A.M.	3	4	2	5	1	2:30 P.M.– 3:00 P.M.	3	1	2	5	4
9:00 A.M.– 9:30 A.M.	1	5	3	2	4	3:00 P.M.– 3:30 P.M.	1	2	5	3	4
9:30 A.M.–10:00 A.M.	5	2	3	1	4	3:30 P.M.– 4:00 P.M.	2	1	4	3	5
10:00 A.M.–10:30 A.M.	3	5	2	1	4	4:00 P.M.– 4:30 P.M.	1	2	4	5	3
10:30 A.M.–11:00 A.M.	1	2	3	4	5	4:30 P.M.– 5:00 P.M.	2	1	4	5	3
11:00 A.M.–11:30 A.M.	3	1	4	5	2	5:00 P.M.– 5:30 P.M.	1	2	3	5	4
11:30 A.M.–12:00 Noon	4	3	2	5	1	5:30 P.M.– 6:00 P.M.	1	4	2	5	3
12:00 Noon–12:30 P.M.	2	3	1	4	2	6:00 P.M.– 6:30 P.M.	3	4	1	5	2
12:30 P.M.– 1:00 P.M.	2	4	1	4	3	6:30 P.M.– 7:00 P.M.	3	1	2	5	4
1:00 P.M.– 1:30 P.M.	2	3	1	4	3	7:00 P.M.– 7:30 P.M.	4	2	1	3	5
1:30 P.M.– 2:00 P.M.	2	2	1	3	3	7:30 P.M.– 8:00 P.M.	3	2	1	5	4

● . . . A migration of radio audiences from network stations to W-I-T-H! Hooper's Baltimore survey covered weekday listening audiences . . . and ranked station W-I-T-H *1st, 2nd* or *3rd* in 20 out of 24 half-hour periods from 8 A.M. to 8 P.M.

Look over the chart. Switch over to W-I-T-H. And, then, watch summer sales jump!

W-I-T-H

The Peoples' Voice in Baltimore

Represented Nationally by HEADLEY-READ Company

XXV. CENSUS OF RADIO HOMES IN THE STATE OF WEST VIRGINIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Barbour	4,866	64.0	3,111	....	....	....	2,591	69.4	1,798	2,275	57.7	1,313
Berkeley	7,526	82.4	6,199	4,138	90.3	3,735	1,968	75.0	1,476	1,420	69.6	988
Boone	6,035	67.7	4,086	....	....	....	4,898	70.7	3,463	1,137	54.8	623
Braxton	4,672	49.1	2,293	....	....	....	1,563	63.1	986	3,109	42.0	1,307
Brooke	6,208	87.8	5,449	3,330	93.6	3,116	2,384	81.7	1,947	494	78.2	386
Cabell	25,104	82.8	20,785	20,131	87.0	17,518	2,174	76.8	1,669	2,799	57.1	1,593
Calhoun	2,604	55.5	1,446	....	....	....	530	77.0	408	2,074	50.0	1,038
Clay	3,042	49.6	1,507	....	....	....	1,577	59.1	931	1,465	39.3	576
Doddridge	2,611	62.2	1,621	....	....	....	850	76.2	648	1,761	55.3	973
Fayette	17,874	77.4	13,841	1,432	91.5	1,311	14,000	78.4	10,970	2,442	63.9	1,560
Gilmer	2,708	54.3	1,472	....	....	....	853	66.0	563	1,855	49.0	909
Grant	2,018	62.0	1,252	....	....	....	875	70.4	616	1,143	55.6	636
Greenbrier	8,682	69.3	6,018	....	....	....	5,490	76.4	4,196	3,192	57.1	1,822
Hampshire	3,015	64.5	1,952	....	....	....	1,006	75.7	761	2,009	59.3	1,191
Hancock	7,556	91.9	6,947	1,956	95.9	1,875	4,989	91.9	4,587	611	79.4	485
Hardy	2,306	58.1	1,339	....	....	....	828	68.3	566	1,478	52.3	773
Harrison	20,628	80.8	16,666	9,658	90.7	8,763	8,074	73.7	5,952	2,896	67.4	1,951
Jackson	3,932	65.2	2,563	....	....	....	1,251	75.8	949	2,681	60.2	1,614
Jefferson	4,104	75.2	3,086	837	79.1	662	2,079	75.9	1,578	1,188	71.2	846
Kanawha	46,852	82.3	38,591	23,598	90.8	21,427	19,124	76.2	14,576	4,130	62.7	2,588
Lewis	5,097	73.6	3,756	1,758	88.9	1,562	1,361	72.2	983	1,978	61.2	1,211
Lincoln	4,671	43.4	2,028	....	....	....	1,615	51.0	824	3,056	39.4	1,204
Logan	14,127	72.0	10,169	1,245	89.8	1,118	11,828	73.2	8,654	1,054	37.7	397
McDowell	20,022	75.3	15,062	2,203	85.8	1,890	16,184	76.9	12,438	1,635	44.9	734
Marion	17,182	83.4	14,334	7,011	90.6	6,354	7,455	82.9	6,180	2,716	66.3	1,800
Marshall	9,486	80.4	7,628	4,928	88.6	4,366	2,492	78.6	1,960	2,066	63.0	1,302
Mason	5,241	58.8	3,076	960	80.1	769	1,354	66.6	902	2,927	48.0	1,405
Mercer	15,575	80.0	12,458	7,095	89.2	6,332	5,215	77.0	4,017	3,265	64.6	2,109
Mineral	5,469	79.5	4,346	2,327	91.0	2,118	1,954	74.6	1,459	1,188	64.7	769
Mingo	8,702	62.4	5,439	2,027	76.0	1,541	4,828	64.0	3,088	1,847	43.9	810
Monongalia	13,138	79.9	10,502	4,724	91.5	4,321	6,251	74.7	4,670	2,163	69.8	1,511
Monroe	2,926	66.9	1,958	....	....	....	740	71.0	526	2,186	65.5	1,432
Morgan	2,151	75.7	1,630	....	....	....	1,283	80.5	1,033	868	68.8	597
Nicholas	5,072	58.1	2,949	1,184	84.5	1,001	1,307	52.9	692	2,581	48.6	1,256
Ohio	19,437	92.0	17,881	16,555	93.0	15,401	2,346	87.2	2,047	536	80.9	433
Pendleton	2,169	62.2	1,351	....	....	....	494	68.6	339	1,675	60.4	1,012
Pleasants	1,666	81.4	1,357	....	....	....	907	86.0	780	759	76.1	577
Pocahontas	3,067	60.5	1,855	....	....	....	1,472	68.2	1,004	1,595	53.4	851
Preston	7,137	66.8	4,774	....	....	....	4,098	73.7	3,020	3,039	57.7	1,754
Putnam	4,392	62.2	2,735	263	95.3	251	1,619	75.1	1,216	2,510	50.5	1,268
Raleigh	18,907	78.7	14,873	3,256	88.3	2,875	12,648	80.7	10,203	3,003	59.8	1,795
Randolph	6,865	73.2	5,026	2,128	89.5	1,904	2,474	68.8	1,702	2,263	62.7	1,420
Ritchie	3,885	65.2	2,534	....	....	....	1,749	75.2	1,316	2,136	57.0	1,218
Roane	4,430	56.8	2,519	....	....	....	1,500	70.6	1,060	2,930	49.8	1,459
Summers	4,672	64.0	2,983	1,591	84.9	1,351	751	60.2	452	2,330	50.7	1,180
Taylor	4,877	74.7	3,647	2,018	87.4	1,764	1,652	68.5	1,132	1,207	62.3	751
Tucker	3,022	70.6	2,132	....	....	....	2,130	78.9	1,680	892	50.6	452
Tyler	3,260	70.4	2,296	786	87.2	685	948	74.8	709	1,526	59.1	902
Upshur	4,585	64.6	2,969	1,293	87.2	1,127	940	57.4	540	2,352	55.3	1,302
Wayne	7,735	60.0	4,629	1,813	87.4	1,585	2,391	59.7	1,429	3,531	45.7	1,615
Webster	3,783	59.7	2,260	....	....	....	1,959	71.7	1,404	1,824	46.9	856
Wetzel	5,371	66.6	3,577	937	88.5	829	2,398	71.3	1,711	2,036	50.9	1,037
Wirt	1,565	52.8	827	....	....	....	459	65.1	299	1,106	47.8	528
Wood	16,598	85.7	14,234	8,641	91.9	7,896	5,214	85.7	4,466	2,743	68.2	1,872
Wyoming	6,190	68.2	4,221	733	88.9	651	3,651	73.7	2,690	1,806	48.7	880
State Total	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Charleston	17,950	89.8	16,120
Clarksburg	8,245	91.7	7,560
Huntington	20,939	87.3	18,272
Parkersburg	8,641	91.4	7,896
Wheeling	16,555	93.0	15,401

This is....

THE WEST VIRGINIA NETWORK

WCHS CHARLESTON 5,000 on 580 • **WSAZ** HUNTINGTON 1,000 on 930 • **WPAR** PARKERSBURG 250 on 1450 • **WBLK** CLARKSBURG 250 on 1,400

Covering 80% of the State's Buying Power

XXVI. CENSUS OF RADIO HOMES IN THE STATE OF MINNESOTA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Aitkin	4,668	81.2	3,791	....	....	....	1,500	83.0	1,245	3,168	80.4	2,546
Anoka	5,462	90.8	4,952	2,902	96.7	2,805	786	85.7	673	1,774	83.1	1,474
Becker	6,455	80.8	5,212	1,336	93.4	1,248	1,594	74.5	1,187	3,525	78.8	2,777
Beltrami	6,649	78.8	5,244	2,591	87.8	2,274	1,309	67.7	887	2,749	75.8	2,083
Benton	3,648	85.5	3,116	1,405	92.7	1,302	571	84.5	483	1,672	79.6	1,331
Big Stone	2,577	90.7	2,338	....	....	....	1,414	91.8	1,299	1,163	89.3	1,039
Blue Earth	9,657	91.6	8,845	4,314	94.1	4,057	1,888	88.1	1,664	3,455	90.4	3,124
Brown	6,468	92.0	5,953	3,221	91.4	2,944	1,084	90.9	985	2,163	93.5	2,024
Carlton	6,075	87.0	5,282	1,960	96.3	1,887	1,382	87.4	1,207	2,733	80.1	2,188
Carver	4,349	89.4	3,889	....	....	....	2,161	90.0	1,945	2,188	88.9	1,944
Cass	5,146	77.0	3,960	....	....	....	2,475	76.5	1,894	2,671	77.3	2,066
Chippewa	4,293	92.1	3,954	1,439	93.3	1,342	997	89.8	895	1,857	92.5	1,717
Chisago	3,629	85.1	3,088	....	....	....	1,473	89.7	1,321	2,156	82.0	1,767
Clay	6,229	90.9	5,661	2,512	94.7	2,378	1,552	87.2	1,353	2,165	89.1	1,930
Clearwater	2,790	78.1	2,178	....	....	....	827	78.5	649	1,963	77.9	1,529
Cook	794	77.2	613	....	....	....	604	78.9	476	190	72.0	137
Cottonwood	4,012	91.6	3,672	792	93.6	741	1,165	86.3	1,006	2,055	93.7	1,925
Crow Wing	7,884	88.2	6,954	4,044	92.4	3,737	1,607	84.9	1,364	2,233	83.0	1,853
Dakota	9,616	93.2	8,964	5,712	96.6	5,518	1,500	90.9	1,363	2,404	86.6	2,083
Dodge	3,315	88.9	2,946	....	....	....	1,402	89.9	1,260	1,913	88.1	1,686
Douglas	5,280	86.8	4,583	1,405	91.0	1,279	1,100	88.1	969	2,775	84.1	2,335
Faribault	6,123	91.6	5,608	1,047	94.1	986	2,237	90.5	2,025	2,839	91.5	2,597
Fillmore	6,878	85.2	5,859	....	....	....	3,360	85.6	2,877	3,518	84.8	2,982
Freeborn	8,200	92.1	7,551	3,373	95.3	3,215	1,572	89.3	1,404	3,255	90.1	2,932
Goodhue	8,363	90.9	7,607	2,789	94.9	2,646	2,229	91.0	2,027	3,345	87.7	2,934
Grant	2,479	90.2	2,236	....	....	....	1,065	91.4	973	1,414	89.3	1,263
Hennepin	162,179	96.3	156,235	150,291	96.6	145,244	7,219	94.8	6,844	4,669	88.8	4,147
Houston	3,777	86.6	3,269	....	....	....	1,768	86.4	1,527	2,009	86.7	1,742
Hubbard	2,874	76.9	2,209	694	85.2	591	549	72.3	397	1,631	74.9	1,221
Isanti	3,098	82.1	2,544	....	....	....	878	88.6	778	2,220	79.6	1,766
Itasca	8,478	83.3	7,061	1,279	94.2	1,205	3,808	85.9	3,271	3,391	76.2	2,585
Jackson	4,178	91.7	3,829	796	90.1	717	924	90.0	832	2,458	92.8	2,280
Kanabec	2,496	81.6	2,035	....	....	....	631	88.0	555	1,865	79.4	1,480
Kandiyohi	6,308	91.2	5,752	2,105	95.3	2,006	1,342	89.3	1,198	2,861	89.0	2,548
Kittson	2,532	84.8	2,146	....	....	....	1,029	84.7	871	1,503	84.8	1,275
Koochiching	4,497	78.0	3,507	1,480	89.2	1,320	1,378	77.1	1,062	1,639	68.6	1,125
Lac qui Parle	3,715	92.3	3,428	....	....	....	1,578	91.8	1,449	2,137	92.6	1,979
Lake	2,087	90.9	1,897	1,181	96.5	1,140	459	80.4	369	447	86.8	388
Lake of the Woods	1,501	76.6	1,150	....	....	....	550	83.3	458	951	72.7	692
Le Sueur	5,154	88.0	4,537	....	....	....	2,760	88.8	2,451	2,394	87.1	2,086
Lincoln	2,661	88.2	2,346	....	....	....	1,028	85.0	874	1,633	90.1	1,472
Lyon	5,343	91.2	4,876	2,056	94.1	1,935	1,205	87.5	1,054	2,082	90.7	1,887
McLeod	5,482	86.8	4,762	1,176	91.5	1,076	1,682	85.6	1,440	2,624	85.6	2,246
Mahnomen	1,780	76.3	1,358	....	....	....	745	75.6	563	1,035	76.8	795
Marshall	4,274	86.4	3,693	....	....	....	1,389	89.4	1,241	2,885	85.0	2,452
Martin	6,255	93.0	5,817	1,950	93.5	1,823	1,535	91.1	1,399	2,770	93.7	2,595
Meeker	4,756	89.5	4,256	1,103	93.0	1,026	1,011	86.9	879	2,642	89.0	2,351
Mille Lacs	4,133	80.9	3,344	....	....	....	1,885	82.1	1,547	2,248	79.9	1,797
Morrison	6,321	83.1	5,252	1,550	89.6	1,389	1,165	84.7	986	3,606	79.8	2,877
Mower	9,292	92.8	8,622	4,877	96.5	4,707	1,622	88.8	1,441	2,793	88.6	2,474
Murray	3,442	91.5	3,150	....	....	....	1,295	89.1	1,154	2,147	92.9	1,996
Nicollet	4,061	93.5	3,798	2,016	96.9	1,953	370	88.3	327	1,675	90.6	1,518
Nogles	5,264	93.1	4,901	1,630	95.4	1,555	1,339	89.6	1,199	2,295	93.6	2,147
Norman	3,593	86.7	3,114	....	....	....	1,403	87.6	1,229	2,190	86.1	1,885
Olmsted	10,275	92.8	9,532	6,303	96.8	6,103	1,241	86.0	1,068	2,731	86.4	2,361
Otter Tail	12,799	85.5	10,949	2,455	93.9	2,306	2,772	85.1	2,359	7,572	83.0	6,284
Pennington	3,188	88.8	2,829	1,571	91.8	1,442	307	83.4	256	1,310	86.3	1,131
Pine	5,490	80.9	4,439	....	....	....	1,753	86.7	1,519	3,737	78.1	2,920
Pipestone	3,416	92.3	3,155	1,255	92.5	1,161	818	91.2	746	1,343	92.9	1,248
Polk	9,185	88.1	8,092	2,739	93.7	2,568	1,805	86.0	1,552	4,641	85.6	3,972
Pope	3,327	89.8	2,986	696	94.0	655	735	88.4	649	1,896	88.7	1,682
Ramsey	86,251	96.6	83,335	82,100	96.7	79,394	3,240	96.1	3,113	911	90.9	828
Red Lake	1,696	83.1	1,410	....	....	....	640	85.1	544	1,056	82.0	866
Redwood	5,409	91.9	4,970	880	93.9	827	1,709	88.3	1,509	2,820	93.4	2,634
Renville	5,942	91.1	5,416	....	....	....	2,641	90.2	2,383	3,301	91.9	3,033
Rice	7,571	90.2	6,828	4,348	94.6	4,115	753	80.2	604	2,470	85.4	2,109
Rock	2,789	91.6	2,556	916	93.8	859	487	88.8	433	1,386	91.2	1,264
Roseau	3,618	79.6	2,881	....	....	....	1,160	80.8	937	2,458	79.1	1,944
St. Louis	56,623	91.9	52,062	41,607	95.5	39,739	7,009	86.1	6,035	8,007	78.5	6,288
Scott	3,675	84.5	3,103	....	....	....	1,997	86.7	1,731	1,678	81.8	1,372
Sherburne	2,339	82.7	1,936	208	92.3	192	773	89.1	689	1,358	77.7	1,055
Sibley	4,038	88.5	3,575	....	....	....	1,692	88.0	1,489	2,346	88.9	2,086
Stearns	14,288	88.7	12,669	5,284	94.9	5,012	4,128	86.2	3,560	4,876	84.0	4,097
Steele	4,998	92.1	4,603	2,318	94.1	2,181	695	91.0	633	1,985	90.1	1,789
Stevens	2,644	88.4	2,338	840	92.1	773	496	87.0	432	1,308	86.6	1,133
Swift	3,761	89.2	3,356	757	90.7	687	1,085	89.3	969	1,919	88.6	1,700
Todd	6,700	85.0	5,695	771	92.6	714	1,989	85.9	1,710	3,940	83.0	3,271
Traverse	2,033	92.4	1,878	....	....	....	932	91.4	851	1,101	93.3	1,027
Wabasha	4,590	87.9	4,035	971	90.3	876	1,845	89.5	1,651	1,774	85.0	1,508
Wadena	3,109	81.9	2,547	773	93.0	719	589	79.7	470	1,747	77.7	1,358
Waseca	3,914	90.0	3,525	1,227	93.1	1,143	843	89.2	752	1,844	88.4	1,630
Washington	6,852	91.9	6,301	2,378	96.4	2,291	2,409	93.4	2,250	2,065	85.2	1,760
Watonwan	3,559	92.5	3,291	936	95.5	894	1,018	91.2	928	1,605	91.5	1,469
Wilkin	2,433	91.1	2,215	706	94.9	670	496	89.7	445	1,231	89.4	1,100
Winona	9,990	90.1	8,998	6,271	92.2	5,782	1,549	87.5	1,356	2,170	85.7	1,860
Wright	7,085	85.1	6,026	....	....	....	2,786	89.2	2,485	4,299	82.4	3,541
Yellow Medicine	4,202	90.9	3,821	....	....	....	1,896	90.0	1,707	2,306	91.7	2,114
State Total	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Duluth	27,819	95.7	26,615
Minneapolis	142,834	96.6	137,922
Rochester	6,303	96.8	6,103
St. Paul	80,557	96.7	77,882

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XUM

XXVII. CENSUS OF RADIO HOMES IN THE STATE OF GEORGIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Appling	3,032	38.9	1,179	724	54.0	391	402	30.9	124	1,906	34.8	664
Atkinson	1,585	41.5	658	....	....	....	683	44.3	302	902	39.5	356
Bacon	1,789	44.2	791	....	....	....	685	47.4	325	1,104	42.2	466
Baker	1,667	24.6	410	....	....	....	265	36.6	97	1,402	22.3	313
Baldwin	4,006	50.6	2,023	1,872	56.7	1,061	862	68.7	592	1,272	29.1	370
Banks	1,926	42.5	820	....	....	....	356	50.4	180	1,570	40.8	640
Barrow	3,290	56.6	1,864	1,171	66.7	781	390	62.7	245	1,729	48.5	838
Bartow	5,828	59.1	3,443	1,635	69.6	1,138	1,594	68.2	1,088	2,599	46.8	1,217
Ben Hill	3,569	53.4	1,900	2,037	62.7	1,277	205	58.5	120	1,327	37.9	503
Berrien	3,493	39.1	1,367	....	....	....	1,218	43.4	529	2,275	36.8	838
Bibb	23,159	58.1	13,461	16,676	57.8	9,638	5,153	61.9	3,191	1,330	47.5	632
Bleckley	2,322	38.6	894	....	....	....	737	49.1	362	1,585	33.6	532
Brantley	1,457	28.1	410	....	....	....	650	33.1	215	807	24.2	195
Brooks	4,668	35.1	1,632	1,212	52.6	637	435	39.6	172	3,021	27.2	823
Bryan	1,439	26.7	384	....	....	....	1,022	27.9	285	417	23.8	99
Bulloch	5,943	40.7	2,421	1,350	58.0	783	887	36.6	325	3,706	35.4	1,313
Burke	6,873	28.6	1,617	1,212	40.7	493	1,026	43.6	448	4,635	14.6	676
Butts	2,278	45.4	1,032	....	....	....	966	65.2	630	1,312	30.7	402
Calhoun	2,609	23.6	616	....	....	....	899	39.7	357	1,710	15.2	259
Camden	1,438	33.8	486	....	....	....	1,043	36.2	378	395	27.3	108
Candler	2,079	40.5	843	....	....	....	627	50.0	314	1,452	36.4	529
Carroll	8,356	51.9	4,344	1,732	75.5	1,308	1,410	72.4	1,021	5,214	38.6	2,015
Catoosa	2,585	70.2	1,816	....	....	....	1,113	82.0	912	1,472	61.4	904
Charlton	1,224	33.7	412	....	....	....	904	35.8	324	320	27.5	88
Chatham	31,718	65.4	20,732	26,406	67.2	17,742	4,669	56.6	2,641	643	54.3	349
Chattahoochee	527	29.2	153	....	....	....	102	49.5	50	425	24.3	103
Chatooga	4,207	64.8	2,750	844	88.7	748	1,768	66.8	1,182	1,595	51.4	820
Cherokee	4,691	52.5	2,463	702	80.0	562	1,264	63.7	805	2,725	40.2	1,096
Clarke	7,401	66.4	4,909	5,640	69.2	3,903	790	71.2	562	971	45.8	444
Clay	1,696	27.4	464	....	....	....	598	38.7	232	1,098	21.2	232
Clayton	2,795	56.7	1,587	83	90.2	75	1,361	67.7	922	1,351	43.7	590
Clinch	1,580	39.5	624	....	....	....	1,315	36.9	485	265	52.5	139
Cobb	9,335	68.1	6,366	2,298	75.5	1,735	3,620	76.6	2,773	3,417	54.4	1,858
Coffee	4,824	37.4	1,808	1,275	53.9	687	866	34.4	298	2,683	30.7	823
Colquitt	7,467	45.0	3,357	2,624	55.4	1,454	1,224	44.3	542	3,619	37.6	1,361
Columbia	2,169	37.4	810	....	....	....	636	49.2	313	1,533	32.4	497
Cook	2,772	43.5	1,207	....	....	....	1,222	42.8	524	1,550	44.1	683
Coweta	6,604	47.7	3,145	2,015	64.4	1,297	1,896	61.2	1,160	2,693	25.5	688
Crawford	1,555	29.7	466	....	....	....	366	46.7	171	1,189	24.8	295
Crisp	4,422	39.4	1,742	2,254	46.9	1,057	234	48.4	113	1,934	29.6	572
Dade	1,222	48.0	586	....	....	....	446	51.2	228	776	46.1	358
Dawson	961	42.6	410	....	....	....	91	78.2	71	870	38.9	339
Decatur	5,302	32.6	1,735	1,708	46.9	800	1,095	30.5	334	2,499	24.0	601
DeKalb	22,648	81.7	18,495	12,480	90.0	11,229	7,731	74.4	5,752	2,437	62.1	1,514
Dodge	4,773	33.7	1,606	918	52.2	479	739	35.1	260	3,116	27.8	867
Dooly	3,951	32.3	1,272	....	....	....	1,131	48.3	547	2,820	25.7	725
Dougherty	7,421	50.4	3,735	5,050	57.4	2,899	1,131	51.5	583	1,240	20.4	253
Douglas	2,320	50.2	1,162	624	67.6	422	273	51.0	139	1,423	42.3	601
Early	4,382	29.9	1,317	807	55.5	448	452	36.7	166	3,123	22.5	703
Echols	768	28.2	216	....	....	....	484	23.6	114	284	36.0	102
Effingham	2,296	34.5	792	....	....	....	1,041	39.0	406	1,255	30.8	386
Elbert	4,706	48.9	2,318	1,713	59.4	1,017	481	58.2	280	2,512	40.7	1,021
Emanuel	5,498	40.4	2,226	1,031	54.2	559	999	39.9	399	3,468	36.6	1,268
Evans	1,749	39.5	691	....	....	....	799	46.9	375	950	33.3	316
Fannin	3,106	52.0	1,617	....	....	....	1,114	72.1	803	1,992	40.8	814
Fayette	1,846	34.6	637	....	....	....	412	49.4	203	1,434	30.3	434
Floyd	13,811	72.1	9,954	6,994	74.3	5,197	3,719	81.1	3,016	3,098	56.2	1,741
Forsyth	2,586	45.9	1,190	....	....	....	301	63.7	192	2,285	43.7	998
Franklin	3,484	49.0	1,708	....	....	....	980	63.0	617	2,504	43.6	1,091
Fulton	103,465	74.9	77,513	83,495	75.3	62,875	16,356	78.2	12,795	3,614	51.0	1,843
Gilmer	1,951	38.4	748	....	....	....	564	55.3	312	1,387	31.4	436
Glascock	1,000	48.2	482	....	....	....	273	49.4	135	727	47.7	347
Glynn	5,677	60.8	3,453	3,919	62.6	2,454	1,372	62.6	859	386	36.2	140
Gordon	4,312	65.0	2,801	805	82.7	666	1,091	70.9	773	2,416	56.4	1,362
Grady	4,520	41.3	1,865	1,204	56.8	684	526	40.7	214	2,790	34.7	967
Greene	3,254	39.2	1,277	....	....	....	1,469	56.3	827	1,785	25.2	450
Gwinnett	6,822	53.1	3,634	1,000	71.6	716	1,692	65.4	1,106	4,130	43.9	1,812
Habersham	3,380	55.6	1,876	....	....	....	1,724	66.1	1,140	1,656	44.4	736
Hall	8,109	61.2	4,956	2,689	70.5	1,897	2,562	74.5	1,910	2,858	40.2	1,149
Hancock	2,745	24.5	673	....	....	....	657	42.4	278	2,088	18.9	395
Haralson	3,459	53.4	1,851	....	....	....	1,387	70.6	980	2,072	42.0	871
Harris	2,621	29.7	777	....	....	....	738	40.2	297	1,883	25.5	480
Hart	3,487	50.9	1,773	....	....	....	687	70.6	485	2,800	46.0	1,288
Heard	1,903	31.6	603	....	....	....	232	51.8	120	1,671	28.9	483
Henry	3,493	40.2	1,401	....	....	....	914	66.9	611	2,579	30.6	790
Houston	2,657	30.8	817	....	....	....	761	55.2	420	1,896	20.9	397
Irwin	2,775	37.1	1,031	....	....	....	829	40.0	332	1,946	35.9	699
Jackson	4,640	50.0	2,312	894	69.4	620	1,014	59.9	608	2,732	39.7	1,084
Jasper	2,146	41.3	884	....	....	....	768	61.6	473	1,378	29.8	411
Jeff Davis	1,901	42.2	802	....	....	....	616	46.0	283	1,285	40.4	519
Jefferson	4,637	39.0	1,804	....	....	....	1,601	56.8	910	3,036	29.5	894
Jenkins	2,893	28.3	816	796	46.1	367	138	40.1	55	1,959	20.1	394
Johnson	3,033	29.8	902	....	....	....	839	42.9	360	2,194	24.7	542
Jones	1,943	34.3	673	....	....	....	601	54.4	327	1,342	25.8	346
Lamar	2,481	50.5	1,242	1,017	66.3	674	362	67.1	243	1,102	29.5	325
Lanier	1,220	38.3	467	....	....	....	481	37.1	178	739	39.1	289
Laurens	7,821	39.5	3,091	2,175	55.9	1,215	641	48.3	309	5,005	31.3	1,567
Lee	2,010	19.1	385	....	....	....	429	45.7	196	1,581	11.9	189
Liberty	2,018	26.9	541	....	....	....	1,001	33.4	334	1,017	20.3	207
Lincoln	1,503	35.6	523	....	....	....	246	62.2	153	1,257	29.4	370
Long	932	25.2	235	....	....	....	468	25.8	121	464	24.6	114
Lowndes	7,620	46.9	3,572	4,022	56.5	2,273	1,169	43.1	504	2,429	32.7	795
Lumpkin	1,403	39.1	549	....	....	....	452	57.5	260	951	30.3	289
McDuffie	2,605	40.5	1,061	876	60.2	528	245	43.3	106	1,484	28.8	427
McIntosh	1,375	30.6	421	....	....	....	1,221	30.1	368	154	34.7	53

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Atlanta	82,000	76.3	62,570
Augusta	17,510	63.4	11,097
Columbus	14,143	67.0	9,471
Macon	16,676	57.8	9,638
Rome	6,994	74.3	5,197
Savannah	26,406	67.2	17,742

(Continued on page 35)

XUM

CENSUS OF RADIO HOMES IN THE STATE OF GEORGIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

(Continued from page 34)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Macon	3,845	32.1	1,231	....	....	....	1,469	47.2	694	2,376	22.6	537
Madison	3,082	45.5	1,403	....	....	....	641	60.0	385	2,441	41.7	1,018
Marion	1,597	27.8	444	....	....	....	514	37.8	194	1,083	23.0	250
Meriwether	5,119	38.5	1,972	847	73.3	621	1,234	53.6	662	3,038	22.7	689
Miller	2,182	30.3	665	....	....	....	463	48.8	226	1,719	25.5	439
Mitchell	5,282	31.6	1,672	1,404	48.6	683	394	31.3	123	3,484	24.9	866
Monroe	2,503	36.5	912	....	....	....	1,101	47.7	525	1,402	27.6	387
Montgomery	2,061	29.9	616	....	....	....	820	33.5	274	1,241	27.5	342
Morgan	3,092	36.8	1,139	....	....	....	1,035	52.9	548	2,057	28.7	591
Murray	2,362	55.9	1,322	....	....	....	650	65.9	429	1,712	52.2	893
Muscogee	19,503	64.2	12,513	14,143	67.0	9,471	4,319	61.7	2,664	1,041	36.3	378
Newton	4,486	59.0	2,641	1,808	77.3	1,397	755	62.5	472	1,923	40.1	772
Oconee	1,771	41.3	730	....	....	....	332	68.2	226	1,439	35.0	504
Oglethorpe	2,741	36.4	998	....	....	....	588	53.7	315	2,153	31.7	683
Paulding	2,788	47.4	1,322	....	....	....	602	68.0	410	2,186	41.7	912
Peach	2,572	41.8	1,073	1,307	54.6	713	221	37.6	83	1,044	26.5	277
Pickens	2,074	53.3	1,103	....	....	....	803	78.5	630	1,271	37.2	473
Pierce	2,587	35.3	913	....	....	....	912	42.0	383	1,675	31.6	530
Pike	2,319	40.6	941	....	....	....	523	54.8	287	1,796	36.4	654
Polk	6,428	66.7	4,294	3,078	77.9	2,399	1,488	63.1	939	1,862	51.3	956
Pulaski	2,492	33.2	824	924	51.3	474	120	35.9	43	1,448	21.2	307
Putnam	1,957	36.5	708	....	....	....	755	56.9	430	1,202	23.1	278
Quitman	743	21.3	156	....	....	....	190	34.0	65	553	16.8	93
Rabun	1,712	41.5	712	....	....	....	629	52.4	330	1,083	35.2	382
Randolph	3,968	30.3	1,199	969	46.7	452	559	37.3	209	2,440	22.0	538
Richmond	21,201	62.0	13,159	17,510	63.4	11,097	2,107	64.5	1,359	1,584	44.4	703
Rockdale	1,824	50.7	924	....	....	....	780	66.3	517	1,044	39.0	407
Schley	1,127	35.5	400	....	....	....	301	50.7	153	826	29.9	247
Screven	4,636	27.8	1,284	695	46.3	322	818	33.1	271	3,123	22.1	691
Seminole	1,906	32.2	613	....	....	....	638	41.5	265	1,268	27.5	348
Spalding	7,106	64.2	4,560	3,514	67.9	2,387	1,915	76.4	1,463	1,677	42.3	710
Stephens	2,972	58.7	1,746	1,336	69.1	923	394	62.5	246	1,242	46.4	577
Stewart	2,398	27.1	646	....	....	....	895	39.7	356	1,503	19.3	290
Sumter	6,287	36.0	2,267	2,682	51.2	1,373	534	47.3	253	3,071	20.9	641
Talbot	1,834	23.5	431	10	10.0	1	743	31.0	230	1,081	18.5	200
Taliaferro	1,372	29.0	397	....	....	....	413	44.1	182	959	22.4	215
Tattnall	3,448	42.4	1,458	....	....	....	1,289	49.2	634	2,159	38.2	824
Taylor	2,482	35.3	876	....	....	....	825	45.4	374	1,657	30.3	502
Telfair	3,428	36.0	1,234	....	....	....	1,628	40.9	666	1,800	31.6	568
Terrell	4,123	26.2	1,080	1,116	44.9	501	365	42.9	157	2,642	16.0	422
Thomas	7,779	48.6	3,784	3,506	59.1	2,073	1,215	50.4	612	3,058	36.0	1,099
Tift	4,548	45.7	2,080	1,448	61.2	887	1,244	32.3	402	1,856	42.6	791
Toombs	3,734	41.4	1,547	1,043	54.8	572	792	41.0	325	1,899	34.2	650
Towns	1,053	45.4	479	....	....	....	211	59.0	125	842	42.0	354
Treutlen	1,621	32.6	528	....	....	....	576	36.6	211	1,045	30.3	317
Troup	10,608	52.9	5,607	7,480	61.3	4,586	1,024	45.0	461	2,104	26.6	560
Turner	2,567	37.2	954	....	....	....	903	50.8	459	1,664	29.8	495
Twiggs	1,985	23.8	472	....	....	....	330	48.2	159	1,655	18.9	313
Union	1,706	32.6	558	....	....	....	206	53.6	110	1,500	29.9	448
Upson	5,890	58.0	3,410	3,432	72.4	2,485	988	45.7	451	1,470	32.2	474
Walker	7,296	69.0	5,018	1,731	83.7	1,448	2,703	70.7	1,912	2,862	57.9	1,658
Walton	4,893	55.2	2,698	1,148	71.0	815	903	64.2	580	2,842	45.9	1,303
Ware	6,710	57.7	3,873	4,291	65.5	2,812	1,132	42.4	480	1,287	45.1	581
Warren	2,399	29.3	702	....	....	....	686	48.6	334	1,713	21.5	368
Washington	5,704	31.6	1,800	1,004	43.5	437	1,083	40.0	434	3,617	25.7	929
Wayne	2,987	38.7	1,158	701	54.9	385	853	28.2	240	1,433	38.2	533
Webster	1,019	26.9	274	....	....	....	179	45.3	81	840	23.0	193
Wheeler	1,827	39.2	716	....	....	....	534	40.5	216	1,293	38.7	500
White	1,394	42.2	585	....	....	....	394	58.7	231	1,000	35.4	354
Whitfield	6,080	73.8	4,497	2,638	85.9	2,266	1,324	75.0	994	2,118	58.4	1,237
Wilcox	2,875	33.2	954	....	....	....	819	43.8	359	2,056	28.9	595
Wilkes	3,613	32.2	1,160	1,074	46.4	492	225	46.2	104	2,314	24.1	558
Wilkinson	2,640	36.0	949	....	....	....	1,268	43.9	557	1,372	28.5	392
Worth	4,884	30.4	1,488	....	....	....	1,233	47.7	588	3,651	24.7	900
State Total	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618

BROADER COVERAGE NOW GIVEN BY AP

THE VAST news coverage given radio listeners is emphasized by the wide expansion of the special Associated Press radio wire during the first six months of this year. Oliver Gramling, assistant general manager of Press Assn., radio subsidiary of AP, has announced that 111 new stations have been added to the 24-hour special AP radio news wire in the first half of 1942.

New PA bureaus also have been opened at Denver, San Francisco and Huntington, W. Va., since the first of the year. These supplement other PA bureaus which provide state and regional news exclusively for the radio wire, as well as the 100 AP domestic bureaus which also contribute daily to the special AP radio wire.

PA now serves radio stations from coast to coast in the United States and additionally serves others in Hawaii, Mexico, and Central and South America.

Disc for Movie

UNITED ARTISTS Corp., New York, is distributing a quarter-hour transcription based on its current picture "Friendly Enemies", to about 75 exhibitors of the film for placement with local stations in various parts of the country. Thomas J. Valentino Inc., New York, cut the discs. Account was handled direct. Firm used spot announcements on New York stations in connection with the opening of the picture. Donahue & Co., New York, handled the announcements.

CBC Emergency Met

IN CASE OF national emergency practically all Canadian broadcasting stations can be connected to a network, the Canadian Broadcasting Corp. points out in a special announcement. At present the CBC national network consists of 10 CBC-owned and operated stations and 26 privately-owned stations. There are, in addition, 35 privately-owned stations which receive all or part of the CBC sustaining programs. This accounts for 71 of the 84 stations in the Dominion and places 95% of Canada's population within reach of the network. Of the remaining 13 stations most are able to join the network for an emergency, thus reaching practically every listener in the Dominion.

GREAT LAKES COLLISION Co., Buffalo, is testing spot announcements on WEBR, Buffalo, placed thru Ellis Adv. Co., that city.

KFQD
Anchorage
Alaska
Located Geographic Center of Alaska
•
Headquarters Alaska Defense Command
•
Alaska's Oldest Station
Direct Representation

XXVIII. CENSUS OF RADIO HOMES IN THE STATE OF KANSAS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Allen	6,020	76.4	4,597	2,340	84.6	1,980	1,646	78.5	1,292	2,034	65.1	1,325
Anderson	3,404	73.3	2,489	862	84.5	729	843	63.8	677	1,699	63.8	1,083
Atchison	6,217	84.8	5,270	3,703	90.7	3,358	692	81.0	561	1,822	74.2	1,351
Barber	2,574	81.6	2,100	....	....	....	1,505	82.8	1,246	1,069	79.8	854
Barton	6,790	87.3	5,926	3,585	91.5	3,279	1,476	84.9	1,253	1,729	80.6	1,394
Bourbon	6,354	77.0	4,890	3,310	82.9	2,744	729	72.2	526	2,315	70.0	1,620
Brown	5,080	83.4	4,236	1,940	87.8	1,703	838	84.0	704	2,302	79.5	1,829
Butler	9,210	82.5	7,596	4,095	91.1	3,731	2,214	81.7	1,809	2,901	70.9	2,056
Chase	1,835	75.1	1,379	....	....	....	942	78.0	735	893	72.1	644
Chautauqua	2,685	66.9	1,796	....	....	....	1,406	75.7	1,064	1,279	57.2	732
Cherokee	8,656	74.8	6,476	3,907	80.1	3,130	2,437	70.4	1,716	2,312	70.5	1,630
Cheyenne	1,590	76.0	1,208	....	....	....	656	78.9	517	934	73.9	691
Clark	1,107	81.8	905	....	....	....	609	82.1	500	498	81.4	405
Clay	3,964	86.3	3,420	1,413	90.5	1,279	675	86.2	582	1,876	83.1	1,559
Cloud	5,001	82.4	4,123	1,843	90.3	1,664	1,188	82.9	985	1,970	74.8	1,474
Coffey	3,679	72.3	2,661	....	....	....	1,651	81.1	1,339	2,028	65.2	1,322
Comanche	1,241	83.4	1,034	....	....	....	694	84.1	583	547	82.5	451
Cowley	11,102	84.9	9,428	6,947	90.6	6,292	1,536	79.0	1,213	2,619	73.4	1,923
Crawford	13,614	81.2	11,055	6,487	90.0	5,841	4,663	75.0	3,499	2,464	69.6	1,715
Decatur	2,062	75.1	1,552	....	....	....	950	81.6	775	1,112	69.8	777
Dickinson	6,632	87.9	5,829	2,846	93.2	2,652	1,322	84.6	1,118	2,464	83.6	2,059
Doniphan	3,663	74.0	2,714	....	....	....	1,711	77.9	1,333	1,952	70.7	1,381
Douglas	7,897	85.6	6,766	4,689	89.4	4,193	1,075	87.2	937	2,133	76.7	1,636
Edwards	1,834	80.6	1,479	....	....	....	1,080	83.0	897	754	77.2	582
Elk	2,468	71.2	1,756	....	....	....	1,243	81.2	1,009	1,225	61.0	747
Ellis	3,935	80.5	3,164	1,619	90.6	1,467	1,050	76.8	806	1,266	70.3	891
Ellsworth	2,676	83.6	2,239	....	....	....	1,515	87.8	1,330	1,161	78.3	909
Finney	2,706	81.6	2,210	1,797	85.1	1,530	167	73.0	122	742	75.2	558
Ford	4,579	87.1	3,987	2,435	90.4	2,201	955	85.8	819	1,189	81.3	967
Franklin	6,117	81.3	4,976	2,956	91.1	2,693	937	87.9	740	2,224	69.4	1,543
Geary	3,527	90.1	3,178	2,542	92.6	2,353	203	88.7	180	782	82.5	645
Gove	1,138	67.1	763	....	....	....	458	71.5	327	680	64.1	436
Graham	1,572	66.8	1,051	....	....	....	637	67.5	430	935	66.4	621
Grant	497	73.1	363	....	....	....	245	78.3	192	252	68.0	171
Gray	1,200	76.0	909	....	....	....	559	87.2	487	641	65.9	422
Greeley	429	75.6	324	....	....	....	228	79.0	180	201	71.7	144
Greenwood	4,764	75.2	3,579	1,160	85.1	987	1,680	81.3	1,366	1,924	63.7	1,226
Hamilton	707	75.9	536	....	....	....	419	78.8	330	288	71.6	206
Harper	3,481	84.6	2,945	897	89.6	803	1,044	82.0	857	1,540	83.4	1,285
Harvey	5,973	87.0	5,191	3,121	92.7	2,894	1,188	88.5	1,051	1,664	74.9	1,246
Haskell	541	80.0	433	....	....	....	257	88.1	227	284	72.6	206
Hodgeman	892	75.7	675	....	....	....	319	84.2	269	573	70.9	406
Jackson	3,909	74.5	2,906	959	86.3	827	732	77.9	570	2,218	68.0	1,509
Jefferson	3,748	69.8	2,613	....	....	....	1,594	79.2	1,263	2,154	62.7	1,350
Jewell	3,603	73.8	2,657	....	....	....	1,376	77.7	1,069	2,227	71.3	1,588
Johnson	9,686	88.4	8,552	1,181	84.6	999	5,980	93.7	5,605	2,525	77.1	1,948
Kearny	671	80.0	538	....	....	....	322	84.2	271	349	76.4	267
Kingman	3,212	84.4	2,711	965	91.1	879	676	83.0	561	1,571	80.9	1,271
Kiowa	1,395	82.8	1,154	....	....	....	722	85.9	620	673	79.3	534
Labetta	8,889	80.3	7,138	4,134	88.8	3,670	2,213	78.2	1,730	2,542	68.4	1,738
Lane	759	79.6	604	....	....	....	375	76.4	286	384	82.9	318
Leavenworth	9,023	85.6	7,722	5,737	89.5	5,136	1,172	81.2	951	2,114	77.3	1,635
Lincoln	2,314	80.8	1,868	....	....	....	979	83.3	815	1,335	78.9	1,053
Linn	3,656	62.6	2,285	....	....	....	1,506	72.5	1,091	2,150	55.5	1,194
Logan	961	76.3	732	....	....	....	539	87.7	473	422	61.4	259
Lyon	7,692	82.3	6,336	3,977	91.8	3,651	1,157	81.0	937	2,558	68.3	1,748
McPherson	6,710	85.7	5,751	2,142	93.4	2,002	1,903	87.8	1,670	2,665	78.0	2,079
Marion	5,197	80.0	4,162	....	....	....	2,642	83.3	2,200	2,555	76.8	1,962
Marshall	5,966	81.7	4,873	1,136	93.3	1,060	2,087	84.6	1,765	2,743	74.7	2,048
Meade	1,444	75.9	1,097	....	....	....	757	81.5	617	687	69.9	480
Miami	5,412	77.6	4,203	2,431	85.3	2,075	642	77.1	495	2,339	69.8	1,633
Mitchell	3,173	84.2	2,670	1,077	88.8	956	708	78.7	557	1,388	83.4	1,157
Montgomery	14,650	81.1	11,881	10,473	85.8	8,987	1,460	70.3	1,026	2,717	68.7	1,868
Morris	2,969	80.4	2,388	894	90.9	812	579	83.0	481	1,496	73.2	1,095
Morton	611	71.6	437	....	....	....	395	70.1	277	216	74.3	160
Nemaha	4,486	79.2	3,549	....	....	....	2,148	86.6	1,860	2,338	72.2	1,689
Neosho	6,552	77.4	5,077	3,123	89.0	2,778	1,232	72.6	895	2,197	63.9	1,404
Ness	1,765	77.3	1,364	....	....	....	820	79.1	648	945	75.8	716
Norton	2,711	71.2	1,928	827	86.0	711	567	72.3	410	1,317	61.2	807
Osage	4,625	75.2	3,479	....	....	....	2,213	83.9	1,856	2,412	67.3	1,623
Osborne	2,856	79.5	2,271	....	....	....	1,445	83.6	1,207	1,411	75.4	1,064
Ottawa	2,778	84.8	2,356	....	....	....	1,358	87.1	1,182	1,420	82.6	1,174
Pawnee	2,466	86.2	2,125	1,098	89.3	981	309	87.0	269	1,059	82.6	875
Phillips	3,053	74.0	2,256	....	....	....	1,413	78.8	1,114	1,640	69.6	1,142
Pottawatomie	3,869	78.1	3,020	....	....	....	1,859	85.2	1,584	2,010	71.4	1,436
Pratt	3,467	87.8	3,045	1,896	92.7	1,758	472	81.9	387	1,099	81.9	900
Rawlins	1,701	81.1	1,379	....	....	....	712	80.7	574	989	81.3	805
Reno	14,772	87.2	12,887	8,733	90.7	7,921	2,718	88.7	2,410	3,321	77.0	2,556
Republic	3,999	76.1	3,043	796	87.2	694	972	77.7	756	2,231	71.4	1,593
Rice	4,988	88.3	4,403	1,329	93.2	1,238	2,022	89.4	1,807	1,637	82.9	1,358
Riley	6,074	86.9	5,274	3,544	92.9	3,292	725	83.7	607	1,805	76.2	1,375
Rooks	2,355	77.3	1,822	....	....	....	1,177	81.2	956	1,178	73.5	866
Rush	2,161	78.5	1,695	....	....	....	1,084	81.3	881	1,077	75.6	814
Russell	3,706	83.8	3,109	1,423	88.9	1,265	910	83.6	761	1,373	78.9	1,083
Saline	8,394	91.4	7,677	6,053	94.1	5,698	639	86.1	550	1,702	83.9	1,429
Scott	992	82.0	813	....	....	....	554	83.1	460	438	80.7	353
Sedgwick	42,468	90.3	38,356	34,775	91.4	31,783	4,214	87.9	3,702	3,479	82.5	2,871
Seward	1,800	83.2	1,500	1,254	88.7	1,113	133	78.3	104	413	68.5	283
Shawnee	26,376	90.8	23,955	20,462	93.2	19,077	3,342	87.7	2,931	2,572	75.7	1,947
Sheridan	1,254	70.6	885	....	....	....	420	75.4	317	834	68.1	568

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Hutchinson	8,733	90.7	7,921
Kansas City	34,068	91.5	31,163
Topeka	20,462	93.2	19,077
Wichita	34,775	91.4	31,783

(Continued on page 37)

CENSUS OF RADIO HOMES IN THE STATE OF KANSAS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

(Continued from page 36)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Sherman	1,741	80.6	1,402	969	83.5	809	129	84.4	109	643	75.3	484
Smith	3,205	70.8	2,269	....	....	....	1,328	79.6	1,056	1,877	64.6	1,213
Stafford	2,921	84.7	2,475	....	....	....	1,483	89.7	1,330	1,438	79.7	1,145
Stanton	365	69.1	252	....	....	....	185	72.1	133	180	65.9	119
Stevens	852	72.9	620	....	....	....	458	78.1	358	394	66.5	262
Sumner	7,602	85.1	6,469	2,146	90.3	1,938	2,575	84.2	2,167	2,881	82.1	2,364
Thomas	1,747	83.9	1,466	....	....	....	1,020	86.7	884	727	80.1	582
Trego	1,462	77.4	1,130	....	....	....	630	82.1	517	832	73.7	613
Wabaunsee	2,603	72.4	1,883	....	....	....	1,044	81.9	855	1,559	65.9	1,028
Wallace	598	71.6	428	....	....	....	285	81.3	232	313	62.7	196
Washington	4,600	75.8	3,486	....	....	....	1,910	82.5	1,576	2,690	71.0	1,910
Wichita	564	75.0	423	....	....	....	263	78.7	207	301	71.8	216
Wilson	5,244	77.6	4,076	2,218	89.9	1,994	1,114	73.2	815	1,912	66.3	1,267
Woodson	2,323	71.0	1,648	....	....	....	1,189	81.4	968	1,134	59.9	680
Wyandotte	40,551	90.4	36,676	34,068	91.5	31,163	4,830	86.9	4,195	1,653	79.7	1,318
State Total	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144

COMMENTATORS HIT BY SENATOR LUCAS

RADIO newscasters and news writers came in for a heavy share of Congressional attack last Tuesday when the Senate took time out for a discussion of "wild" rumors.

An article by Drew Pearson and Robert S. Allen, Washington commentators and conductors of the syndicated column *Washington Merry-Go-Round*, inspired Sen. Lucas (D-Ill) to remark that the article, which attempted to analyze the Murray bill for relief of small business, was "typical of a great many articles that apparently are not based on authentic information but on rumor only"

He went on to state there are "but few news commentators or news writers who have knowledge of the facts and of those who possess such familiarity there are some who prefer not to use them because, as a general rule they do not make sensational headlines"

Sen. Lucas then developed his theme that commentators are inclined to substitute opinion for fact. He declared that "I have heard statements made over the radio time and time again. I have heard commentators, and I have read news articles from various individuals who are writing about this war and time and time again they have substituted their opinions, based upon unreliable facts for the opinions of the Army and Navy and the War Production Board."

Sen. Lucas declared that he was a "fan" of radio commentators and newspaper columnists. "It seems to me that they are in a position to do the greatest good if they will do it, especially the radio commentators," he said. He added that "they are in a better position to do good than practically any single group that exists in America today."

WENDELL NILES, Hollywood announcer on the weekly NBC *Al Pearce Show*, has been signed as narrator of two Warner Brothers' film shorts.

CALIPERS TO MEASURE LIGHTNING

WSM Tower Globe Used To Determine Bolt Intensity By Hole Size

PIERCED 150 times by lightning and battered by the elements for seven years atop the 878-foot transmitter tower of WSM, Nashville, a nickel-plated copper sphere is the object of intense study by General Electric.

From the metal ball, Dr. Karl B. McEachron, GS research engineer at the high-voltage engineering laboratory at Pittsfield, Mass., has revealed important facts about the quantity of electricity in the lightning strokes that punctured the holes. His findings were told June 25 at the summer convention of the American Institute of Electrical Engineers.

Measuring Method

Along with his associate, J. H. Hagenguth, Dr. McEachron has devised a method for measuring from a hole made by lightning in thin metal surfaces the quantity of electricity involved in the continuing part of the stroke which caused it. Lightning is characterized by two major effects, Dr. McEachron explains, one causes explosions and the other often results in fire.

Dr. McEachron (right) and Mr. Hagenguth at globe.

Studies and experiments by Dr. McEachron further revealed that holes are punctured in thin metal objects by the continuing flow of current which produces holes of a definite size. Accordingly, it is possible to determine the quantity of electricity involved by the size of the hole and a special formula calculated by Dr. McEachron and Mr. Hagenguth.

Largest hole in the WSM globe was 0.9 inches in diameter which contained only enough electricity to light a 40-watt lamp for about 80 seconds. While it is uncertain the number of times the sphere was actually struck by lightning, WSM records indicate that there were at least 24 direct hits and Dr. McEachron believes the number to be higher. One stroke would produce several holes, he stated, although more than one stroke might contribute to the same hole.

Vesey, Wheeler Office

HOWARD VESEY, junior partner in the Washington office of Kirkland, Fleming, Green, Martin & Ellis, and Edward Wheeler, attorney of the same firm, have resigned to establish their own law offices in the Bowen Bldg., Washington. Mr. Vesey has been in the firm, the Washington branch of which is headed by Louis G. Caldwell, for the last decade, and has specialized largely in coal matters. Mr. Wheeler, son of the Montana Senator, has been with the firm some two years.

Peanut Campaign

NATIONAL Peanut Council, meeting recently in Pensacola, decided to use spot radio along with other media in a national campaign to make the public conscious of the food value of peanuts and peanut products. W. B. Jester, Atlanta, secretary-treasurer of the Council, is directing the effort.

Lt. Lindow Is Assigned To Camp Wolters' Radio

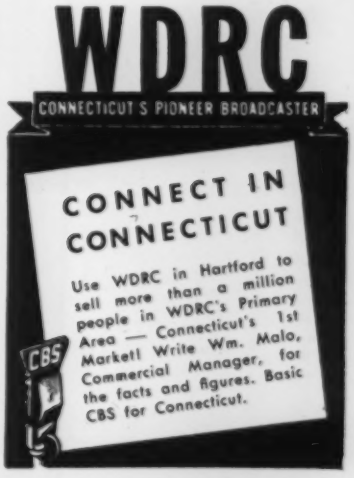
FIRST LT. Lester W. Lindow, general manager of WFBM, Indianapolis, before entering the service, has been named head of the radio section of the public relations office of Camp Wolters, Tex.

Expansion of the camp's radio activities is expected with Lt. Lindow's appointment. Already regular programs are broadcast on KGKO, Fort Worth, and KRLD and KSKY, Dallas, as well as the transcribing of broadcasts for other stations.

Lt. Lindow was graduated from U of Wisconsin in 1934 after which he worked for Hearst newspapers as associate editor of the *Advertising Alamanac*. From 1935 to 1940 he was commercial manager of WCAE, Pittsburgh, shifting then to WFBM until he began active Army duty this year.

Summer Radio Courses

WILLIAM I. ORCHARD, copy editor of BBDO, New York, will conduct a course in "Advertising Copy," at the summer session of Columbia U., New York, and Prof. H. K. Nixon of that university will offer courses in "Advertising Principles and Advertising Psychology." The session starts July 7 and lasts six weeks. Registration starts July 2.


WDRC
CONNECTICUT'S PIONEER BROADCASTER
CONNECT IN CONNECTICUT
Use WDRC in Hartford to sell more than a million people in WDRC's Primary Area — Connecticut's 1st Market! Write Wm. Malo, Commercial Manager, for the facts and figures. Basic CBS for Connecticut.
CBS

XXIX. CENSUS OF RADIO HOMES IN THE STATE OF ARKANSAS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Arkansas	6,455	55.2	3,556	1,685	67.9	1,145	1,684	57.0	960	3,086	47.0	1,451
Ashley	6,789	40.8	2,762	1,336	69.3	926	1,687	47.7	805	3,766	27.4	1,031
Baxter	2,520	45.2	1,140	....	....	....	780	60.2	470	1,740	38.5	670
Benton	10,101	59.4	5,997	1,954	79.7	1,558	2,200	62.5	1,374	5,947	51.5	3,065
Boone	4,221	61.5	2,591	1,231	82.6	1,017	589	51.4	303	2,401	52.9	1,271
Bradley	4,487	50.5	2,263	749	81.5	611	1,859	49.6	922	1,879	38.8	730
Calhoun	2,269	39.9	907	....	....	....	743	47.3	351	1,526	36.4	556
Carroll	4,053	58.8	2,384	....	....	....	1,448	69.8	1,010	2,605	52.7	1,374
Chicot	7,403	30.0	2,223	929	39.5	367	1,655	45.0	745	4,819	23.1	1,111
Clark	6,115	50.3	3,111	1,403	71.4	1,001	1,749	54.3	950	2,963	39.1	1,160
Clay	6,961	58.0	4,041	....	....	....	2,416	64.1	1,549	4,545	54.8	2,492
Cleburne	3,193	49.5	1,580	....	....	....	857	59.9	513	2,336	45.7	1,067
Cleveland	2,917	40.9	1,193	....	....	....	877	46.5	408	2,040	38.5	785
Columbia	7,406	44.9	3,363	1,248	69.6	869	1,457	57.4	836	4,701	35.3	1,658
Conway	4,984	47.3	2,364	1,217	71.5	870	831	38.9	323	2,936	39.9	1,171
Craighead	11,584	66.4	7,695	3,289	80.2	2,637	2,015	65.6	1,322	6,280	59.5	3,736
Crawford	5,942	54.2	3,225	1,533	73.0	1,119	1,629	49.2	801	2,780	47.0	1,305
Crittenden	11,586	28.8	3,345	1,025	48.2	494	2,033	44.6	907	8,528	22.8	1,944
Cross	6,299	41.3	2,603	1,021	59.8	611	971	47.3	459	4,307	35.6	1,533
Dallas	3,560	41.1	1,461	975	56.5	551	1,075	31.5	339	1,510	37.8	571
Desha	7,129	31.7	2,261	1,082	65.8	712	1,552	41.8	649	4,495	20.0	900
Drew	4,955	34.6	1,713	1,042	66.5	693	1,054	37.7	398	2,859	21.7	622
Faulkner	6,351	57.5	3,652	1,587	77.4	1,228	712	48.8	347	4,052	51.3	2,077
Franklin	3,859	54.6	2,106	....	....	....	1,597	59.4	948	2,262	51.2	1,158
Fulton	2,546	44.1	1,122	....	....	....	540	61.2	330	2,006	39.5	792
Garland	11,525	65.6	7,562	6,358	72.9	4,633	3,325	61.6	2,049	1,842	47.8	880
Grant	2,607	50.2	1,308	....	....	....	1,103	56.9	627	1,504	45.3	681
Greene	7,360	64.2	4,733	2,047	83.2	1,702	809	54.0	437	4,504	57.6	2,594
Hempstead	8,079	43.4	3,502	2,104	62.0	1,304	981	47.9	470	4,994	34.6	1,728
Hot Spring	4,725	51.9	2,444	1,492	68.4	1,021	1,077	46.4	499	2,156	42.9	924
Howard	4,169	47.2	1,984	810	69.4	562	929	61.2	568	2,430	35.2	854
Independence	6,253	57.4	3,584	1,408	77.2	1,087	1,239	48.8	604	3,606	52.5	1,893
Izard	3,103	45.7	1,418	....	....	....	688	62.6	431	2,415	40.9	987
Jackson	6,413	48.0	3,080	1,264	59.5	752	1,188	48.8	580	3,961	44.1	1,748
Jefferson	17,807	41.8	7,412	6,378	72.3	4,611	3,384	35.4	1,198	8,045	19.9	1,603
Johnson	4,706	53.9	2,541	924	77.8	719	1,253	51.0	638	2,529	46.8	1,184
Lafayette	4,274	36.4	1,554	....	....	....	1,524	50.9	776	2,750	28.3	778
Lawrence	5,429	56.5	3,069	....	....	....	1,904	63.4	1,207	3,525	52.8	1,862
Lee	6,819	29.7	2,024	1,373	48.3	663	522	44.6	233	4,924	22.9	1,128
Lincoln	4,916	25.6	1,263	....	....	....	1,013	42.1	427	3,903	21.4	836
Little River	4,082	35.8	1,458	....	....	....	1,621	50.6	820	2,461	25.9	638
Logan	6,070	56.8	3,441	895	76.4	684	1,543	60.0	925	3,632	50.4	1,832
Lonoke	7,619	48.2	3,666	....	....	....	2,101	64.3	1,352	5,518	41.9	2,314
Madison	3,523	38.3	1,348	....	....	....	508	58.7	298	3,015	34.8	1,050
Marion	2,340	45.4	1,063	....	....	....	568	54.0	307	1,772	42.6	756
Miller	8,359	52.0	4,333	3,403	69.9	2,377	1,359	48.2	655	3,597	36.2	1,301
Mississippi	19,891	50.4	10,021	4,031	63.1	2,542	2,603	58.1	1,513	13,257	45.0	5,966
Monroe	5,291	38.4	2,030	1,708	33.1	842	727	39.7	289	2,856	31.5	899
Montgomery	2,221	43.9	975	....	....	....	698	51.8	362	1,523	40.3	613
Nevada	4,807	46.9	2,256	902	63.7	575	760	58.8	447	3,145	39.2	234
Newton	2,455	33.4	820	....	....	....	264	54.8	145	2,191	30.8	675
Ouachita	7,671	48.4	3,722	2,476	61.2	1,516	2,910	50.7	1,477	2,285	31.9	729
Perry	1,966	38.2	754	....	....	....	752	45.7	344	1,214	33.8	410
Phillips	12,809	32.5	4,171	4,158	46.9	1,949	2,187	41.1	898	6,464	20.5	1,324
Pike	2,953	46.5	1,372	....	....	....	1,214	57.9	702	1,739	38.5	670
Poinsett	8,757	50.9	4,460	1,577	64.6	1,019	1,524	57.7	880	5,656	45.3	2,561
Polk	4,070	46.2	1,885	1,032	69.8	720	847	46.2	392	2,191	35.3	773
Pope	6,342	52.2	3,307	1,650	74.4	1,227	1,691	48.6	822	3,001	41.9	1,258
Prairie	3,785	49.1	1,860	....	....	....	1,448	52.3	757	2,337	47.2	1,103
Pulaski	42,112	71.7	30,215	30,564	79.3	24,235	6,523	55.3	3,610	5,025	47.2	2,370
Randolph	4,438	49.6	2,210	798	68.0	543	497	46.9	233	3,143	45.6	1,434
St. Francis	9,223	31.8	2,922	1,655	60.8	1,005	1,284	43.8	563	6,284	21.5	1,354
Saline	4,412	57.6	2,539	1,044	75.0	783	863	60.9	526	2,505	49.1	1,230
Scott	3,320	52.9	1,757	....	....	....	1,543	56.9	878	1,777	49.5	879
Searcy	2,803	38.1	1,070	....	....	....	726	51.6	374	2,077	33.5	696
Sebastian	16,765	73.4	12,301	10,171	81.0	8,234	3,700	63.4	2,344	2,894	59.5	1,723
Sevier	3,822	49.2	1,877	858	73.9	634	970	51.6	500	1,994	37.3	743
Sharp	2,826	47.4	1,339	....	....	....	815	57.6	469	2,011	43.2	870
Stone	1,986	38.7	768	....	....	....	279	57.8	161	1,707	35.6	607
Union	13,275	59.1	7,826	4,683	76.0	3,561	5,072	57.7	2,924	3,520	38.1	1,341
Van Buren	2,981	43.8	1,306	....	....	....	693	54.9	380	2,288	40.5	926
Washington	11,099	60.1	6,666	3,378	80.1	2,706	1,771	62.0	1,098	5,950	48.1	2,862
White	9,474	54.6	5,177	1,081	76.5	827	2,657	55.9	1,485	5,736	49.9	2,865
Woodruff	5,312	45.4	2,410	....	....	....	1,954	50.9	994	3,358	42.2	1,416
Yell	5,096	52.7	2,687	....	....	....	2,015	59.8	1,204	3,081	48.1	1,483
State Total	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Fort Smith	10,171	81.0	8,234
Little Rock	24,672	81.0	19,985

KLRA THE ONLY CBS STATION IN ARKANSAS

Soon on 1010 kc. with 10,000 watts day and 5,000 watts night

XXX. CENSUS OF RADIO HOMES IN THE STATE OF CONNECTICUT

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Fairfield	110,235	96.5	106,428	77,124	96.4	74,379	29,997	97.1	29,130	3,114	93.7	2,919
Hartford	116,448	96.8	112,775	84,126	97.3	81,850	27,564	96.2	26,506	4,758	92.9	4,419
Litchfield	23,304	93.6	21,824	9,112	95.6	8,714	10,867	93.4	10,146	3,325	89.1	2,964
Middlesex	14,084	94.6	13,319	5,791	96.1	5,567	6,878	94.4	6,493	1,415	89.0	1,259
New Haven	128,057	96.2	123,139	101,601	96.2	97,734	23,529	96.7	22,751	2,927	90.7	2,654
New London	32,834	92.3	30,290	16,861	94.3	15,899	12,602	92.4	11,643	3,371	81.5	2,748
Tolland	8,491	90.3	7,668	3,170	94.3	2,989	2,841	90.9	2,581	2,480	84.6	2,098
Windham	15,229	90.7	13,817	6,579	94.0	6,184	5,927	90.4	5,355	2,723	83.7	2,278
State Total	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Bridgeport	39,336	96.4	37,937
Bristol	7,629	97.9	7,471
Hartford	44,253	97.1	42,970
Meriden	10,790	96.2	10,384
Middletown	5,791	96.1	5,567
New Britain	17,256	96.5	16,655
New Haven	42,480	96.2	40,856
New London	8,157	94.6	7,719
Norwalk	10,904	95.8	10,443
Stamford	12,246	96.9	11,868
Torrington	7,035	95.9	6,749
Waterbury	25,387	96.2	24,429
West Hartford town	8,915	98.9	8,818
West Haven town	8,085	97.5	7,884

5000 WATTS

Selling Power

in the HARTFORD market

at the LOWEST PRICE

WNBC

HARTFORD CONNECTICUT

5,000 WATTS DAY AND NIGHT BASIC BLUE

National Representatives: HEADLEY-REED COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA • DETROIT

Purely PROGRAMS

TO ENCOURAGE blood donors, the drug firm of Hynson, Westcott & Dunning, Baltimore, has evolved a novel radio audience participation program, *Keep 'Em Living* broadcast each week-day night over WITH, Baltimore, which dramatizes the personal story of someone who has survived a tragedy of World War II. Already survivors of Pearl Harbor, Dunkirk, and torpedoed American ships have appeared. The time is donated to the Red Cross and listeners are urged to call in during the broadcast and verbal arrangements are made over the air for their blood donations. In the first few days, the station reports, there were almost 100 donors who called while the program was on the air.

* * *

True Stories About Workers

TRUE STORIES about war workers are being broadcast by WHAM, Rochester, N. Y., cooperating with the Rochester Ordnance District to step up war production. Programs are carried Wednesdays and Fridays at 6:30 p.m. and on Sunday at 5:15 p.m. with workers participating in interviews and dramatizations. The programs are also broadcast over W51R, Stromberg-Carlson FM outlet, to be carried over war plants' public address systems.

* * *

For Women's Groups

TO COORDINATE requests for air time received from scores of women's organizations concerned with the war effort, WLOL, Minneapolis, has established *They Also Serve*. Program each week gives a different organization time to explain its functions.

BBC Repeat

WITH large numbers of Royal Air Force trainees in Canada, the Canadian Broadcasting Corp. is now using on its national net a delayed broadcast of *Over to You* which originates with the British Broadcasting Corp. and is shortwaved to Ottawa, and contains greetings from friends and families of RAF trainees in the Dominion. The broadcast is picked up at the CBC shortwave listening post Friday evenings, recorded, broadcast Saturday morning and again Monday evening for those RAF boys who are busy Saturday mornings.

* * *

Army Calls

IMPETUS to enlistments in specialized branches of the Army is provided in *The Army Calls* of WWJ, Detroit. Musical background is provided by an orchestra, vocalist and a mixed chorus. Announcements deal with those parts of the service not specifically under the draft.

* * *

Ruth Interprets

INTERPRETING the news of home and abroad from a woman's point of view is done *On the Home News Front*, feature of WWVA, Wheeling, W. Va. Program conductor is Ruth Lee Miller, formerly on broadcasts from West Liberty College over WWVA.

How It Hits

THE IMPACT of the war on the plain citizens is dramatized in a weekly CBS series titled *Littletown, U. S. A.* Action centers around the inhabitants of "Littletown," and their reactions to the war's effect on their everyday life. The series started off with the story of how a young man, working in a converted factory manufacturing parachutes, overcame the objections of his father, reactionary owner of the plant, to the use of a new safety device in the manufacturing of the parachutes.

* * *

Young America

REPORTS on the wartime activities of youth groups such as the Scouts and the 4-H clubs are presented each week on CBS, in an attempt to increase public recognition of the contributions being made by American youth to the nation's war program. *Youth on Parade* presents a thirteen-year-old reporter with news of the patriotic doings of his contemporaries. A teen-age singing star, and the Young American Choristers contribute songs, and the Junior Workshop Players present dramatizations.

* * *

Gabbing With Farmers

CONVERSATIONAL aspect lends interest to *The Farmer Talks With Larry Haeg* in which Mr. Haeg, newly-appointed agricultural director of WCCO, Minneapolis, transcribes interviews with dirt farmers from all over the state using a mobile unit to travel to the farms. Also featured are federal and state officials and all those who might have news of importance to the farmers.

* * *

All About Heroes

HEROES and parents of heroes in the armed forces will furnish talent for *Service Stars On the Air*, twice-weekly half-hour interview program sponsored by Goldberg's Fashion Forum, Chicago (clothing), on WCFL, Chicago. Announcements of meeting and activities of Army and Navy mothers and fathers clubs will be given by Cynthia Cooper, m.c. Agency is George H. Hartman Co., Chicago.

Power of Women

PRESENTED on WJSV, CBS Washington outlet, since May 31, *Womanpower*, quarter-hour Sunday program devoted to the problems of work for women in wartime, is now heard on CBS, with Gunnar Back, WJSV announcer, continuing as reporter and moderator. Washington actors participate in the dramatizations, and guests are from the WAAC, volunteer nursing organizations and similar fields of women's wartime work.

* * *

Men of the Waves

TO THE UNSUNG heroes of the sea, the merchant seamen, Canadian Broadcasting Corp. has dedicated a new weekly program *The Merchant Navy*, which will be heard Friday evenings starting July 10 when it will be aired from the Montreal Sailors' Institute. The programs will be entertainment for the merchant seamen and will include a weekly dramatized exploit from the lives of these seamen.

* * *

Radio Ribbers

STRICTLY SCREWY is the pattern for *The Werps*, ten-minute comedy serial on WBBM, Chicago, five afternoons weekly. Proving that radio can rib itself, the show is a take-off on daytime serials. Fifteen assorted characters are played by Elmira Roessler and Sherman Marks, director, actor and author.

* * *

War Facts

KMYR, Denver, is now broadcasting *Facts for War*, under the direction of the U of Colorado, which gives civilians "orientation" courses now being given Army and Navy trainees. Continuation, which may run 26 weeks, will deal with details on war strategy, air and naval bases, supply routes and specific war problems of the United Nations.

* * *

On the Auer

SHOWCASING new types of programs for sponsor consideration, CBS on July 5 started a weekly half-hour variety show titled *Mischa, the Magnificent*. Mischa Auer, film comedian, is m. c. of the program which will include comedy, drama and music.

* * *

Emerald Isle

STORIES of old Ireland as told by Kathleen Connelly in her natural Irish brogue and songs by Tenor Jimmy Nolan comprise *Smilin' Irish Eyes*, sponsored on KGW, Portland, Ore., by the local Hurley Optical Co.

"Get-Acquainted Sale!"

5000 Watt Coverage
at 250 Watt Rates!

THAT'S RIGHT!! Our new 5,000 watt transmitter will be on the air on or about August 1, but there'll be no rate increase before January 1! So, here's a swell buy on the one station that offers blanket coverage of North Carolina's "Heart of the Piedmont"—the NBC station for Winston-Salem and Greensboro and High Point!

P. S. WE'RE AT 600 ON THE DIAL

WSJS *in Winston-Salem*

Represented by Headley-Reed Company

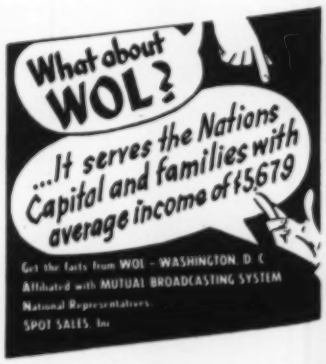
WING

Delivering Great Sales for your product Because:

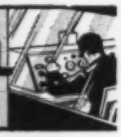
In the past two years the population in Dayton has increased 50,000 people and payrolls $87,000,000.00.

WING

Represented by Weed & Co.


What about WOL?
...It serves the Nations Capital and families with average income of $5679
Get the facts from WOL - WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES, Inc.

in the CONTROL ROOM



NEIL SPENCER and Joan Downing resigned June 20 from the engineering staff of WOR, New York. Spencer entered military service. William Stahl, engineer, has been raised to fulltime status.

JOHN HESLIP has rejoined the engineering staff of WIBW, Topeka, Kan., as apprentice operator, after an absence of six months.

J. R. POPPELE, chief engineer of WOR, New York, has been made a fellow of the Radio Club of America, an organization aiming to provide research material of interest to radio engineers.

LeROY WOLFE, engineer of WIP, Philadelphia, has joined the Philadelphia Defense Command as a monitor officer.

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, has been signed to teach a summer course at Swarthmore College, with a student body comprised of Signal Corps personnel.

JOSEPH MARSHALL formerly of WKST, New Castle, Pa., has been added to the engineering staff of WFIL, Philadelphia. He replaces Fred Moore, who left to join Canadian military forces.

CLIFFORD RICHARDS, radio operator at the transmitter of WCFL, Chicago, was given a party by staff employes June 30 on the eve of his departure for civilian duty with the Army Signal Corps, Wright Field, Dayton.

KENNETH MOORE, transmitter operator of WKZO, Kalamazoo, Mich., is the father of a girl, Lois Kay, born June 15.

NORMAN GUIMOND has resigned as radio engineer of the Massachusetts State Police to become chief engineer of WOCB, West Yarmouth, Mass. Frieda W. Flint, wife of WOCB's program director, Harrison Flint, has obtained a restricted radio telephone license and is now working a regular shift in the control room.

HARVEY SQUIRES, former operator of KVOX, Moorhead, Minn., is in the Government service at Orange, N. J.

IVY CALVERLEY is the first feminine operator to work at CKGB, Timmons, Ont. She replaces Don Montmorency, now in war work.

JOHN O. BISHOP, control operator of WTAR, Norfolk, joined the Army June 18 and is stationed at Camp Lee, Va.

KENNETH MEYERS, graduate of the National Radio Institute, and Francis Peters are now engineers of WMRN, Marion, O.

STUART B. LELAND, formerly of the engineering laboratories of the Norma-Hoffman Mfg. Co., has joined WSRR, Stamford, Conn., as transmitter engineer.

RUSSELL E. HUNT, of Towson, Md., has joined the studio engineering staff of NBC Chicago as a vacation engineer.

DELBERT WOFFORD, of Memphis, has joined the engineering staff of WCBI, Columbus, Miss.

Loaded, Too!

ENGINEERING staff of WWRL, New York, has received permission from the Police Dept. to possess firearms, and the technicians now carry pistols while on duty to prevent possible attempts at sabotage. The night watchman is also permitted to carry a gun.

HOWARD J. BOWMAN, engineer of WWJ, Detroit, has resigned to engage in welding research for the Fisher body division of General Motors.

JOHN P. CAMPION, of New Milford, Conn., has joined the control staff of WDRC, Hartford.

LT. NELSON GARDINER, formerly of the CKY, Winnipeg, control room, now with the Royal Canadian Corps of Signals, recently married Eileen Taylor at Winnipeg.

CHARLES K. CHRISMON, formerly of WAIR, Winston-Salem; WKPT, Kingsport, Tenn.; and WBIG, Greensboro, N. C.; now in England, has been transferred from the RAF to the engineering department of BBC.

DICK VOYNOW, New York engineer of Decca Records, is currently in Hollywood on a special recording assignment.

MERWYN STARTUP, operator of WIBW, Topeka, was inducted June 29 into the Navy.

Sound Division Created By Stromberg - Carlson

CREATION of a new sound system division to handle the sound problems of Government requirements and of war industries has been announced by Stromberg-Carlson Tel. Mfg. Co. through McCann-Erickson, New York. Head of the division is A. C. Schifino with A. R. Royle, as sales manager. Others to serve in the new branch are L. A. Randall and N. F. Siebeneichen.

The sound system includes not only a straight voice system suitable for general and emergency announcements but is adaptable for music to workers, radio program pickups and two-way communication between guardhouses and sections of the plant.

Union Election at WHOM

ELECTION by technicians of WHOM, Jersey City, on their choice of joining local 1212 of the International Brotherhood of Electrical Workers (AFL), American Communications Assn. (CIO), or for neither, has been ordered by the National Labor Relations Board. Details are to be worked out by the NLRB regional office in cooperation with interested parties. Following NLRB practice, no date has been set for the election, the matter, however, is to be concluded in 30 days.

KSD—The Post-Dispatch Station

ST. LOUIS • 550 KC • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

HOW WAR CONDITIONS ARE AFFECTING THE MANUFACTURE AND YOUR USE OF PRESTO SOUND RECORDING EQUIPMENT

If your station makes instantaneous sound recordings you will want to have these facts:

★ ★ ★

Glass base recording discs are still available for immediate delivery. There is no present scarcity of the materials used for making these discs and the materials have no apparent military value. We are still recoating used discs.

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New recording equipment cannot be purchased by broadcasting stations or other civilian users. Consequently, only about 10% of our plant capacity is now devoted to making recording equipment, and this for government departments. The other 90% of our plant is used to manufacture radio transmitters and receivers, amplifiers and other special communication equipment for war uses.

★ ★ ★

We are in the process of doubling the size of our plant to aid our engineering department in making more efficient use of our shop facilities and thus increase our output of urgently needed military equipment.

★ ★ ★

We are still able to furnish replacement parts such as idler wheels, turntable tires, cutting heads, pickups and feedscrews and to recondition Presto equipment for stations entitled to use the A-3 preference rating for maintenance.

★ ★ ★

If you have any new and inexperienced operators who have questions about the handling or upkeep of your Presto equipment, ask them to write us. We'd like to help them if we can.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone ... ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4340 • CLEVELAND, Ma. 1345 • DALLAS, 37093 • DENVER, Ch. 4377 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4316 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0342 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yo. 0331 • SEATTLE, Sen. 3560 • WASHINGTON, D.C., Sher. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Mantle Lamp Co., Chicago, 13 *sp*, thru Presba, Fellers & Presba, Chicago.
Nesbitt Fruit Products, Los Angeles, 2 *sa* weekly, 26 times, thru M. H. Kelso Co., Los Angeles.
Block Drug Co., Jersey City, 6 *sp* weekly, 313 times, thru J. Walter Thompson Co., N. Y.
Peter Paul Co., Naugatuck, Conn. (confectionaries), 3 *ne* weekly, thru Platt-Forbes, N. Y.
General Cigar Co., New York (Van Dyck), 2 *t* weekly, 26 times thru Federal Adv. Agency, N. Y.
Flex-O-Glass Co., Chicago, 1 *sp* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.

WABC, New York

Noxon, New York (metal polish), 6 *sa* weekly, 13 weeks, thru Raymond Spector Co., N. Y.
Northwestern Cherry Growers' Assn., Seattle, 5 *sa* weekly, thru Pacific Natl. Adv., Seattle.
Schutter Candy Co., Chicago (Bit-O-Honey candy bar), 6 *sa* weekly, thru Rogers & Smith, Chicago.
Twentieth Century Fox Film Corp., New York ("Ten Gentlemen from West Point"), 6 *sa* weekly, thru Kayton-Spiero Co., N. Y.
Sunbrock's Circus, Chicago, 6 *sa* weekly, direct.

WHN, New York

Central Winery, Fresno, Cal. (Legend, Lango and Golden Wine brands), 4 *sp* and 6 *sa* weekly, thru Weiss & Geller, N. Y.
United Institute of Aeronautics, New York (courses) 3 *ne* weekly, thru J. R. Kupsick, N. Y.
Grayson's, New York (men's clothing), 3 *ne* weekly, 11 weeks, thru Alvin Austin, N. Y.
Rivoli Theatre, New York ("Friendly Enemies"), *sa*, thru Donahue & Coe, N. Y.

KFBK, Sacramento, Cal.

California Spray Chemical Co., San Francisco (ant-B-gon) 7 *sa* weekly, thru Long Adv. Service, San Francisco.
Loma Linda Food Co., Arlington, Cal. (Ruskets) weekly *sp*, thru Gerth Pacific Adv. Agency, San Francisco.
Pacific Guano Co., Berkeley, Cal. (Gaviota) 3 *sa* weekly, thru Tomaschke-Elliott Adv., Oakland, Cal.
Acme Breweries, San Francisco, 3 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

WMAQ, Chicago

Simoniz Co., Chicago (Simoniz, cleaner, Lacker Rubb), *sp* weekly, 52 weeks, thru George H. Hartman Co., Chicago.
Chicago Herald American, Chicago, *sp* weekly, 13 weeks, placed direct.
Readers Digest Assn., Pleasantville, N. Y., 33 *sa*, thru BBDO, N. Y.
Firestone Tire & Rubber Co., Akron (month end distributors sales), 10 *sa*, thru Aubrey, Moore & Wallace, Chicago.

KFBK, Sacramento, Cal.

Langendorf United Bakeries, San Francisco (bread) 4 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Safeway Stores Inc., Oakland, Cal. (Brown Derby beer) 7 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
State Line Club, Lake Tahoe, Cal. (resort), 7 *sa* weekly, direct.

KMJ, Fresno, Cal.

Newell Gutradt Co., San Francisco (cleanser) weekly *ta*, thru Botsford, Constantine & Gardner, San Francisco.
Larus Bros. Co., Richmond, Va. (Domino cigarettes) 2 *ta* weekly, thru Warwick & Legler, N. Y.

KFRC, San Francisco

Calo Dog Food Co., Oakland, Cal. (dog Food) weekly *sp*, thru Theo. H. Segall Adv., San Francisco.
Fisher Flour Milling Co., Seattle, 2 *sa* weekly, thru Pacific National Adv., Seattle.
Golden State Co., San Francisco (Golden V Vitamin Milk) 6 *sa* weekly, and 3 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
National Biscuit Co., San Francisco (Shredded Wheat) 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Safeway Stores Inc., Oakland, Cal. (Brown Derby Beer) 11 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Langendorf United Bakeries, San Francisco (Homestead Bread) 15 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
William H. Wise Co., New York (Aircraft Spotters Guide) 6 *sa*, thru Huber Hoges & Sons, N. Y.

WEEI, Boston

Boston & Maine R. R., Boston, *sa* weekly, thru Harold Cabot & Co., Boston.
H. P. Hood & Sons, Boston (dairy products), 6 *ne* weekly, thru Harold Cabot & Co., Boston.
Jordan Marsh Co., Boston, *sa* weekly, thru John C. Dowd, Boston.
William Filene's Sons Co., Boston, *sa* weekly, thru John C. Dowd, Boston.
Chandler & Co., Boston, *sa* weekly, direct.
Planters Nut & Chocolate Co., Wilkes Barre, 3 *ne* weekly, thru J. Walter Thompson Co., N. Y.

WRC, Washington

Curtis Pub. Co., Philadelphia (*Saturday Evening Post*), 8 *sa*, thru BBDO, N. Y.
MacFadden Pubs., New York (*True Story*), 10 *sa*, thru Arthur Kudner, N. Y.
RCA Mfg. Co., Camden, N. J. (records), *sa* weekly, 26 weeks, direct.
Weirton Steel Co., Weirton, West Va., 1 *sp*, direct.

KHJ, Los Angeles

National Biscuit Co., New York (Nabisco Shredded Wheat), 4 *sa* weekly, thru Botsford, Constantine & Gardner, Los Angeles.
Barbara Ann Baking Co., Los Angeles (bread), weekly *sp*, thru Scholts Adv. Service, Los Angeles.

KPO, San Francisco

Borden Co., New York (ice cream) 6 *ta* weekly, thru Young & Rubicam, N. Y.
Larus & Bros. Co., Richmond, Va. (Domino cigarettes) 4 *sa* weekly, thru Warwick & Legler, N. Y.
Curtis Pub. Co., Philadelphia (magazines) 3 *sa* weekly, thru BBDO, N. Y.

KFWB, Hollywood

California Aircraft Institute, Los Angeles, 3 *sp* weekly, thru Hillman-Shane-Breyer, Los Angeles.
American Cigarette & Cigar Co., New York (Pall Mall), 42 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

WJZ, New York

Kellogg Co., Battle Creek, Mich. (Rice Krispies), 10 *ta* weekly, 10 weeks, thru J. Walter Thompson Co., Chicago.
Austin Technical Institute, Newark (home study course in blue print reading), 6 *sa*, thru Emil Mogul Co., N. Y.
Roxy Theatre, New York ("Ten Gentlemen from West Point"), 11 *sa* weekly, 1 week, thru Kayton-Spiero Co., N. Y.
Mother Hubbard Distributors, New York (Golden Center Toasted Wheat Germ), 5 *sa* weekly, 13 weeks, thru H. C. Morris & Co., N. Y.
Sunbrock's Circus, Chicago, 30 *sa* weekly, 2 weeks, placed direct.
Atlantic Macaroni Co., Long Island City, N. Y., 3 *sa* weekly, 26 weeks, thru Prudential Adv., N. Y.

KFI, Los Angeles

Firestone Tire & Rubber Co., Akron, O. (tires, tubes), weekly *sa*, thru Sweeney & James Co., Cleveland.
Sparkletts Drinking Water Corp., Los Angeles, 5 *ne* weekly, thru Raymond R. Morgan Co., Hollywood.
Turco Products Inc., Los Angeles (cleaning compound), 5 *sp* weekly, thru Warren P. Fehlman Adv., Huntington Park, Cal.
Rosefield Packing Co., Alameda, Cal. (Skippy peanut butter), weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.
Reader's Digest Assn., Pleasantville, N. Y. (magazine), 3 *sa* weekly, thru BBDO, N. Y.

WOWO-WGL, Ft. Wayne

Olson Rug Co. (Rugs) 52 *sp*, thru Presba, Fellers & Presba, Chicago.
Murphy Products Co., Burlington, Wis. (Feeds for Livestock and Poultry), 312 *sp*, thru Wade Adv. Agency, Chicago.
Farnsworth Television & Radio Corp., Ft. Wayne, (radios) 13 *t*, direct.
Ex-Lax, Inc., Brooklyn, 39 *ta*, thru Joseph Katz Co., N. Y.
Rex Research Corp., Toledo (Fly-Tox) 26 *ta*, thru Miller Agency Co., Toledo.

WBBM, Chicago

Starck Piano Co., Chicago (musical instruments), 1 *sp* weekly, 52 weeks, thru George H. Hartman Co., Chicago.
American Aircraft Institute, Chicago (school), 4 *sa* weekly, 52 weeks, thru M A. Ring Co., Chicago.

WNEW, New York

Sunbrook's Shows, Chicago, Wild West Rodeo, Hollywood Thrill Show and Circus), 101 *sa* and 30 *sp*, three weeks, direct.

WFVA, Fredericksburg, Va.

Joseph Schlitz Brewing Co., Milwaukee, 5 *ta* weekly, 13 weeks, direct.

WINS, New York

Sunbrook's Shows, Chicago, 83 *sa* weekly, three weeks direct.

There's gold in them thar mountains.

Adv.

Baseball Sponsors Carry War Plugs

Same Messages Are Carried On Weekly Allocations

TIEING in with the radio allocation plan for sponsored programs, 20 advertisers using a total of 133 stations to broadcast baseball games begin July 6 to deliver two Government messages per broadcast. Messages for the week, July 6-12, are on behalf of the USO and Coast Guard recruiting. Messages for the second week, July 13-19, are the 10% Club (war bonds) and binoculars for the Navy.

The plan calls for one message to be delivered prior to the middle of the fifth inning and not earlier than the start of the second inning. The second announcement is to come not later than the last of the eighth inning.

Uniform Plugs

Under this new plan, all sponsors will be asked to carry the same messages each week. In the past, according to the radio section of the Office of War Information, sponsors were approached by individual Government departments seeking radio cooperation. Confusion resulted.

According to OWI, sponsors or their agencies will be supplied with fact sheets covering each appeal and preparation of the announcement will be up to them. The idea is to obtain the widest variety of treatment instead of a constant canned announcement.

OWI tried to contact every sponsor of baseball broadcasts. Each of the 20 sponsors agreed to the plan. OWI will turn over the idea to any sponsors overlooked, as soon as they make themselves known.

Participating sponsors are: Atlantic Refining Co., General Mills, Sperry Flour Co., Lever Bros., Dutch Maid Ice Cream, Socony Vacuum, Yellow Cab Gasoline, Genesee Brewing Co., Oertels Brewing Co., P. Lorillard Co., Walgreen Drug Stores, Wagner Bottling Co., Berger Brewing Co., Red Top Brewing Co., Model Laundry Co., R. H. Macy & Co., Lundquist-Lilly, Hyde Park Breweries Assn. and Falstaff Brewing Corp.; certain Coca-Cola and Seven-Up bottling companies are being contacted.

Canadian Govt. Paid Spots

THE CANADIAN Government, for the National War Finance Committee of the Department of Finance, starts a paid spot announcement campaign about July 6 to run seven days weekly wherever possible on all Canadian stations—on 70 with announcements in English and 14 with announcements in French. The transcribed announcements and flashes will be used five times daily, and will urge buying of war saving stamps and certificates. The account is placed by the Advertising Agencies of Canada War Finance Committee, Toronto.

FRANK CUHEL, MBS correspondent in Melbourne, Australia, has taken over the Tuesday period of the six-weekly programs of Australian news heard on MBS 11:15-11:30 a.m.

XUM

Radio Advertisers

GENERAL FOODS Corp., New York, which has been sponsoring the Wednesday evening *Symphony Hall* program of recorded music on WQXR, New York, since September 1940, has extended its contract for eight weeks after the current contract's expiration date. New series will continue to be heard for Sanka coffee from Oct. 28 through Dec. 16 in the 8-9 p.m. period. Agency is Young & Rubicam, New York.

GEO. F. STEIN BREWERY, Buffalo, has renewed *Korn Kobblers* on WBEN, Buffalo, for 26 more weeks, Tuesday and Thursday, 6:30 to 6:45 p.m. Ellis Adv. Co., Buffalo, directs the account.

NESBITT FRUIT PRODUCTS, Los Angeles (California orangeade), expanding its summer campaign, on June 30 added WNAX, Yankton, S. D., to the list of stations carrying the twice-weekly quarter-hour transcribed commentary series, *Passing Parade* with John Nesbitt. Contract is for 13 weeks. Kelso Adv. Agency, Los Angeles, has the account.

SUNBROCK'S SHOWS, Chicago, is using a heavy schedule on WNEW, New York, to promote the first New York engagement of its Wild West Rodeo, Hollywood Thrill Show and Circus, opening at the Polo Grounds in July. Over a period of three weeks, June 27-July 19, the company has contracted for 101 spot announcements and 30 10 and 15-minute periods on various programs, with performing artists doing the commercials for the programs, many of them of the news type. Account is handled direct.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (MCP Pectin), in an eight-week summer campaign which ends in late July, currently is using from 2 to 5 spot announcements weekly on KIDO KORE KHQ KSL KGBX. Firm in addition sponsors an average of three participations per week in *Newspaper of the Air* on KOIN; *International Kitchen* on KPO; *Homekeepers Calendar* on KOMO; *Art Baker's Notebook* on KFI. Agency is Charles H. Mayne Co., Los Angeles.

SCHUTTER CANDY Co., Chicago (Bit-O-Honey), has placed 15 30-word spot announcements weekly on WLW, Cincinnati. Agency is Rogers & Smith, Chicago.

McMAHAN FURNITURE Co., Santa Monica (Southern California chain), placing direct, sponsors a daily quarter-hour early morning commentary featuring Fleetwood Lawton on KFI and KECA, Los Angeles. In addition, a transcribed version is sponsored six times weekly on KERN, Bakersfield, and KMJ, Fresno. Firm also sponsors a six-weekly half-hour of news and recordings on KPAS, Pasadena, and weekly participation in *Ecos Acoregnos*, a Portuguese language program on KGER, Los Angeles. J. W. Shafer is advertising manager.

BALDWIN HILLS Properties, Los Angeles, to promote Baldwin Hills Village, new apartment style community, is sponsoring weekly participation in *The Bridge Club* on KFI, that city, and Norma Young's *Happy Homes* on KHJ, Hollywood. Contracts are for 52 weeks having started June 12. Other Southern California radio will be used. Hixson-O'Donnell Adv. Inc., Los Angeles, has the account.

DOUBLE COLA BOTTLING Co., Waco, Tex., in a 13-week test campaign ending Aug. 7 to promote Chukker, a new soft drink, is using 27 transcribed one-minute musical announcements per week on WACO, that city. Featured is Dave Lane, Hollywood vocalist-pianist. Agency is Barnes Chase Co., Los Angeles.

WM. WRIGLEY Jr., Co., Chicago (chewing gum), has started sponsorship of transcribed rebroadcasts on WIND, Gary, of *Ben Bernie & All the Lads*, as carried on CBS. WIND time is 8:05-8:20 p.m. Agency is Arthur Meyerhoff & Co., Chicago.

FISHER FLOURING MILLS Co., Seattle, has contracted for sponsorship of *James Abbe Covers the News*, thrice-weekly for 13 weeks on KGW, Portland. Agency is Pacific National Advertising, Seattle.

TURCO PRODUCTS Inc., Los Angeles (cleaning compound), out of radio for six months, in a summer campaign which started in late June is sponsoring five participations weekly in *Art Baker's Notebook* on KFI, that city. Warren P. Fehlman Adv., Huntington Park, Cal., has the account.

L. B. LABS., Hollywood (hair oil), in a 13-week campaign starting July 6 will sponsor three-minute news flashes twice daily on KFSO, San Francisco. If innovation is successful, campaign will be expanded to include other West Coast stations. Agency is Glasser-Gailey & Co., Los Angeles.

HUDSON COAL Co., Scranton, Pa., producers of anthracite, and Port Petroleum, Schenectady, gasoline distributors, have each signed for seven-weekly programs of AP news from Press Assn., AP radio subsidiary, on WSNY, Schenectady, new 250-watt outlet scheduled to go on the air early in July. Agency for Hudson is Leighton & Nelson, Schenectady.

METROPOLITAN Federal Savings & Loan Assn., Los Angeles (investments), in a two-week campaign ending July 10, is using a total of 150 live one-minute spot announcements on KECA and KMPC, placed by Elwood J. Robinson Agency, Los Angeles.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

IN 3 IMPORTANT CLASSIFICATIONS

DRUG
GROCERY
TOBACCO

W-G-N has more national and local spot time than any two other major Chicago stations combined.

A Clear Channel Station
50,000 Watts 720 Kilocycles
WGN
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

NEW MICROSCOPE

Dr. Zworykin Gives Details At IREC Session

ANNOUNCEMENT of a scanning electron microscope, which enables the study of surfaces of opaque objects in greater detail than ever before was revealed June 29 by Dr. V. K. Zworykin, associate director of the RCA Labs, in a scientific paper read at the Institute of Radio Engineers convention in Cleveland. This mechanism was developed at the RCA laboratories.

Although Dr. Zworykin was cautious in predicting the full range of the instrument's utility, his associates regarded the device as an important contribution to the field of metallurgy. According to Zworykin, the new instrument utilizes the principles of television, the electron microscope and radio facsimile, recording one picture element at a time.

This development is the result of years of research which were participated in Dr. Zworykin, Dr. James Hillier, Richard L. Snyder and the earlier work of Arthur W. Vance and L. E. Flory plus the mathematical contributions of Dr. E. G. Ramberg—all of RCA.

STORY of an average American family, *The Bartons*, sponsored until June 29 by Procter & Gamble Co., Cincinnati, for Chipso on NBC, is starting a new series of five-weekly broadcasts July 6 in the 5:45-6 p.m. period on NBC on a sustaining basis.

Broadcast Operations in Wartime

(*Continued from page 20*)

as much while giving only 15% more radiation. By placing the emergency antenna close to the transmitter building, the question of the emergency transmission line offers no problem.

To protect against the loss of power service some of the CBC plants are already equipped either with two independent electric power feeds or with a standby gas engine. Unfortuntely other points have no such power protection but efforts are being made to locate, on the used equipment market, odd gasoline engines and generators which might be assembled together to provide at least enough power for operation of these plants out of their driver stages.

Only one of the CBC transmitters uses high-level modulation where low-power operation is not feasible and all other plants either have or will have facilities permitting rapid switching from full power to reduced power out of the driver stages. This provision, which can usually be made with only minor circuit changes and is already a most useful one under normal conditions, may now become a necessity with the present shortage of power tubes becoming more acute each day.

Now obviously, emergency antennae, alternate power supplies and low-power operation are no guarantee against the total loss of the plant, or against serious interruptions of service in a multitude of different ways. The only way to get around this eventuality is to have another transmitter which can take over in an emergency. Fortunately such protection is possible at most of the CBC main outlets.

Standby Equipment

These standby transmitters have been assembled from old units which were taken out of service from other CBC stations whose power was increased some years ago. The case of the Vancouver standby may be more interesting. Normally, this is the SW station CBRX which is used to provide SW broadcast service to sparsely populated areas inside B. C. which can not be covered by CBR's broadcast band transmissions. This shortwave transmitter was originally located with the main transmitter at Lulu Island outside Vancouver. The masts for the shortwave doublet are used at present to support the emergency antenna for the main transmitter and the shortwave transmitter itself has been moved directly to the studios while a new SW doublet was installed on the roof of the hotel in which we are located. This same antenna is also used as a T aerial for broadcast standby service with the SW transmitter modified for operations on the frequency of the main transmitter. This transmitter can serve also as a studio transmitter link. The only drawback is, of course, that the regular SW service would have to be discontinued in case of an emergency. This, however, is not serious.

It has been found from experience that the various wire circuits to and from a studio plant may actually be all routed through the same telephone exchange, in which case the destruction of this particular exchange may be just as serious as the loss of the studios. To get around this difficulty the emergency studio point should be so located in another part of the city that its loops will follow a route different from that taken by the regular facilities.

At all CBC studio points, all remote gear, amplifiers, microphones, stands, cables, order wire telephones, sound effects turntables, portable recorders, mobile units are to be kept away at all times from main studios and are to be stored in the safest possible location. This measure will be very inconvenient from an operating standpoint, but on the other hand, no matter what disaster has to be faced, it is hardly likely that both main studio facilities and the remote gear would be destroyed at the same time.

Five Main Steps

All these measures which have been described are pretty obvious and none represents any innovation:

Protection against sabotage, by the erection of fences and barricades, by the provision of flood lighting and armed guards.

Protection of plant by fire instructions and precautions.

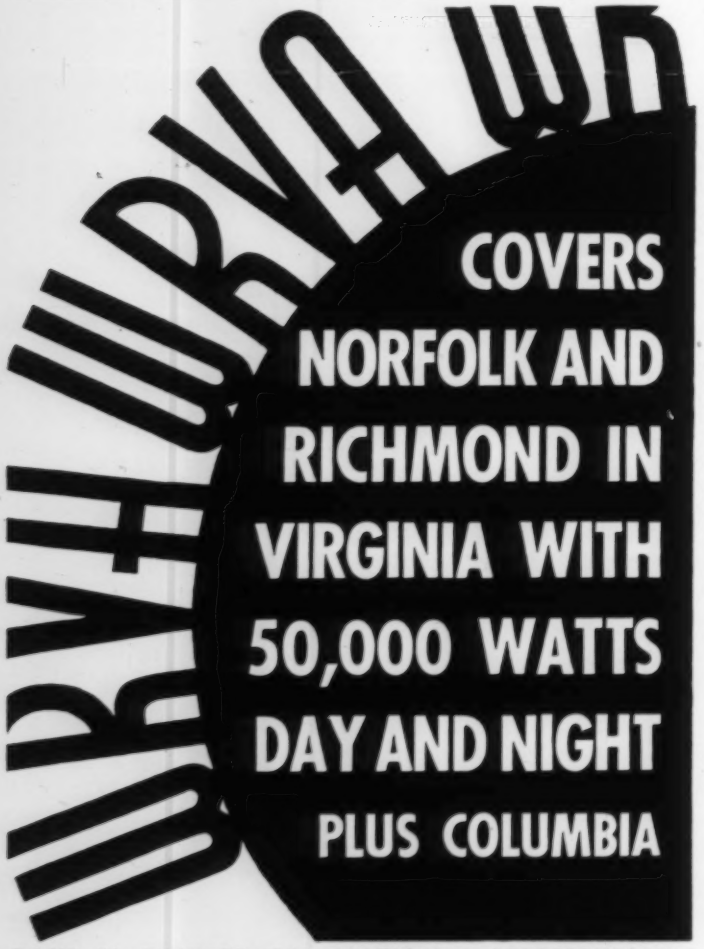
Conservation of equipment by efficient utilization, by good maintenance and operations practices, by the rehabilitation of obsolete units, by the elimination of unnecessary operations and by the reduction of the power of transmitters.

Protection of transmitter operations by emergency antennae, by operations out of the driver stages, by standby generators and by standby transmitters of low power.

Protection of studio operations by dispersion of facilities, by the setting up of emergency control points and by the use of portable equipment and mobile units.

Gibbons' Estate

AN ESTATE of $255,122 was left by Floyd P. Gibbons, war correspondent and radio news commentator, who died Sept. 24, 1939, it was disclosed last week in an accounting filed by his sister, Mrs. Zelda Mayer, in Surrogates Court, New York. A sum equal to a year's salary was bequeathed by Mr. Gibbons to employes who had been with him a year or more. Mrs. Mayer, Edward T. Gibbons Jr. and Donald E. Gibbons, brothers, and Margaret Chapman, another sister, share the remainder of the estate.



PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

XUM

Policy Laid Down For Wartime Ads

Lt. Powell Explains Need for Military Regulations

COMPANIES busy with war production have a right to talk about it in advertising, Lt. Richard P. Powell, War Dept. representative, said June 30 in addressing the National Industrial Advertisers Assn. convention June 29-July 1, at the Hotel Traymore, Atlantic City, on the subject "War Dept. Policy on Advertising."

Nevertheless, he cautioned that institutional advertising of this character should not reveal information of value to the enemy, that it should not "imply that the Army favors any particular manufacturer or businessman over his competitors," and should present the Army in a creditable light.

Following Pearl Harbor, Lt. Powell pointed out, the Army found it necessary to expand its public relations facilities just as industry converted its plants and extended existing operations. However, he added that War Dept. policies regarding the use of Army or war activity themes were not "hastily thrown together overnight." In fact, he said, many of the regulations are actually based on Government statutes.

Penalties Provided

For example, the Espionage Act sets up certain penalties for "obtaining or seeking to obtain information of military or naval importance, where the intent is to use such information to injure the United States," he said.

Another example cited was an act of 1932 which "prohibits the reproduction in any manner, by manufacture, printing or other means," of Army insignia without express authorization as prescribed by the Secretary of War.

Lt. Powell said it was not easy to determine the exact point where value of information to the enemy outweighs value in boosting home morale. In cases of this kind, he said it was necessary to exercise "common sense" rather than adhering to fixed rules. In illustration, he said that much information can be released locally which cannot be given national or even statewide circulation, as in the case of an airplane plant. The presence of the plant means that local residents know of its existence and the local release of some information may be permitted.

Admitting that a spy or saboteur could then go into a town and obtain some information, Lt. Powell pointed out this method would require a complicated organization to assemble a real picture of American war activity. Thus by common sense practice of allowing local dissemination of information which requires a complicated spy system to collect, the Army is making it more likely to detect such activity he concluded.

SERGEANT STRIPES now adorn the uniform of Jean Connelly, secretary of William T. Cavanagh, program-production manager of WTAG, Worcester, Mass. Miss Connelly as a member of the Massachusetts Women's Defense Corps has been assigned to all publicity for Region 3 of the corps.

'BARN DANCE' RUBBER

Drive in Bloomington, Ill., Wins WPB Praise

A SUBSTANTIAL contribution to the war effort—53,000 pounds of rubber and 585,000 pounds of metal—was made by officials of WLS, Chicago, when the *National Barn Dance* originated June 27 in Bloomington, Ill. Charging 50 pounds of rubber or 100 pounds of metal per person for admission to the Saturday evening broadcast, WLS gave out tickets to 7,500 contributors around Bloomington. The drive was commended by Donald M. Nelson, WPB chief.

Prize of an all-expense trip to Chicago and a baseball game or stage show on July 4 weekend was given by WLS to the family contributing the largest total of salvage material; the winning family was also presented on the July 4 *National Barn Dance* broadcast.

CAPITOL RECORDS Inc., Hollywood recording manufacturers recently established with headquarters at 1483 N. Vine St., in late June released its first group of six discs under that firm label. Bands and singers featured in the premiere recordings are Paul Whiteman, Freddie Slack, Gordon Jenkins, Dennis Day, Martha Tilton, Connie Haines and Johnny Mercer.

Denver
is America's First Test Market!
Planning a test campaign? Have your say on KOA... to reach more people at less cost.
* Source: Eastern newspaper study
KOA
50,000 WATTS
FIRST
IN DENVER

Heads WABC Sales

BEVERLY M. (Bevo) Middleton, account executive of Radio Sales, CBS subsidiary, has been named sales manager of WABC, New York key outlet of CBS, by Arthur Hull Hayes, WABC general manager, who has been handling that position in addition to his other duties. Mr. Middleton, at one time part-owner of WCHV, Charlottesville, Va., then WEHC, has also been manager of KBIX, Muskogee, Okla., and sales manager of WFAS, White Plains, N. Y. He also served with various other independent stations prior to joining CBS four years ago. He was recently elected secretary of the Radio Executives Club of New York for the 1942-43 season.

'March' Guest Plan

AS AN ADDED feature of the *March of Time* program, which makes it premiere broadcast on NBC July 9, Time Inc., New York, its sponsor, will present "men who make the news" with Lt. Gen Brehon B. Somervell, chief of the Army's Services of Supply, as the first guest. This feature, together with direct overseas reports by *Time's* correspondents in foreign news capitals, will be in addition to the program's usual dramatization of the week's most significant news event. The series, to be heard Thursdays 10:30-11 p.m., will be carried by 53 NBC stations as well as NBC's international stations. Agency is Young & Rubicam, New York.

"SILLY, AIN'T IT, TO DO THINGS THE HARD WAY? LIKE, F'R INSTANCE, TRYIN' TO REACH THE RED RIVER VALLEY'S 290,000 RADIO FAMILIES WITHOUT WDAY!"
WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Buffalo's Only

50,000

WATT

RADIO MAP

Blanketing

11 Eastern

Seaboard States

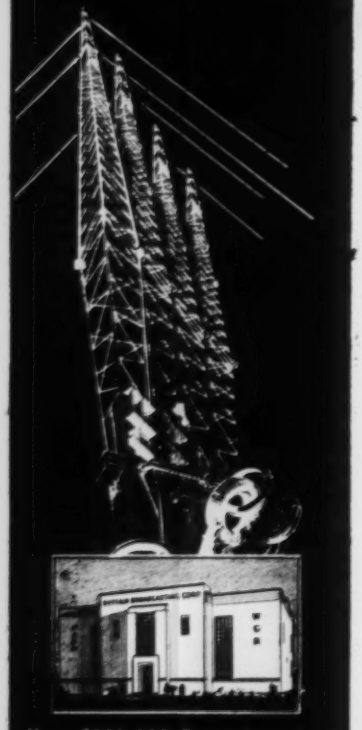
227,000 Sq. Miles

Over 12,000,000

people

WKBW 1520 K.C.

BASIC COLUMBIA NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

EXPLOITATION and its application to a network is fast becoming a point of interest to many radio and advertising executives, according to Fox Case, CBS West Coast director of public relations. "We consider this phase of promotion so essential," Mr. Case declared, "that a department has been established in Hollywood specifically for exploitation under David Davidson".

To exemplify operations of this department, he singled out the campaign conducted for Harry W. Flannery, Hollywood commentator. Mr. Flannery has recently released *Assignment to Berlin*, a record of his experiences as a CBS correspondent in that city. The six-point campaign using this book to gain additional listeners for the network follows:

(1) letter released on CBS letterhead to more than 500 Pacific Coast bookshops stressing the profit to them, in book sales, to be obtained by promoting Flannery; (2) five subsequent postcard mailings informing the bookshops of that many promotional moves made for Flannery; (3) Los Angeles window displays; (4) interviews featuring Flannery on other CBS commentator programs; (5) news stories and meetings discussing the book's contents by journalistic societies of high schools in the Los Angeles area; and (6) guest appearances at social clubs.

* * *

Public Servant

CURRENTLY being distributed by WQAM, Miami Beach, Fla., is its annual compilation of public organizations served by the station.

PERTINENT Facts REGARDING KFDM'S IMMEDIATE MARKET

- 25% increase in population in Jefferson County since 1940.
- 200% increase in Orange County since 1940.
- 28,000 engaged in war industries in Jefferson and Orange Counties.
- Industrial payroll is $4,215,000.00 per month, in both counties.
- Total population Jefferson and Orange Counties is 220,900.
- In a 20-mile radius of Beaumont are four shipyards and five refineries.
- 62,800 families in both Jefferson and Orange Counties (estimate based on 1940 census).

560KC FULL TIME 1000 WATTS

KFDM BLUE NETWORK BEAUMONT

Represented by HOWARD H. WILSON COMPANY

Merchandising & Promotion

Network Drive—Salvage Prizes—Bond Sellers War Song Contest—Guide Books

Prizes to Scouts

STIMULATING added interest in the campaign to collect salvage rubber for war use, Earle C. Anthony, owner of KFI-KECA, Los Angeles, on June 22 offered three prizes totaling $500 to Boy Scout troops accumulating greatest amount of the vital defense material.

Contest details were announced over both stations during the drive, Mr. Anthony expressing belief that the added incentive would spur Los Angeles Boy Scouts to greater efforts. First prize was $250, with second as $150 and third, $100. Troop members, upon turning in rubber to the various depots established at service stations, received receipts for same. Each Scoutmaster in turn entered total at Scout headuqarters in that area. Entries are being tabulated. Prize winners will be announced shortly.

* * *

Ladies Invited

TO BUILD a listening audience for the Canadian Government Wartime Prices & Trade Board's daily serial *Soldier's Wife*, CKOC, Hamilton, Ont., invited 150 of the leading club and church women of the city to its main auditorium. Commercial Manager William Guild outlined radio's part in the war, and CKOC's women's editor Jean Gillard invited the club and church women to use the station's institutional programs for announcements of activities. With a roving microphone Jen Gillard quizzed the ladies on their work with the Board, the price ceiling authority, and the interviews were played back immediately, were later used as promotion on the air for the price ceiling program, *Soldier's Wife*.

* * *

Ports of Call

CHILDREN listening to *The Sea Hound*, adventure serial presented on BLUE in cooperation with the Office of the Coordinator of Inter-American Affairs, are to be offered a map of South and Central America, indicating the ports visited by "Capt. Silver," leading character of the series.

Super Stuff

BECAUSE of the increase in business on WJZ, BLUE New York outlet, since a local management was set up in January, the station is issuing every two weeks a new program schedule in folder form, covering every hour of the day and giving full information on sponsors and talent for each program and announcement. With the first issue, released last week, WJZ introduced the term "SuperMarket" to describe its coverage — "21 million people living in Greater New York and 62 other good-sized cities in six states . . . working on 176,000 farms and in 20% of America's industry."

* * *

Kay's Bonds

TO AID the sale of war bonds, Kay Kyser and his orchestra have started a series of broadcasts on CBS from a "Bond Wagon" in front of radio studio buildings in several midwestern cities, starting off last Friday with a program originating in front of WCKY, Cincinnati. The band leader will follow a similar procedure during July, visiting WISN, Milwaukee, and presenting two programs each before the buildings housing the studios of WFBM, Indianapolis, and WJR, Detroit.

* * *

Soldier Likes

ALONG with its weekly program schedule last week, KFEL, Denver, distributed a yellow covered folder, "Meet The Soldier." The brochure is a study of the listening habits of the thousands of soldiers stationed at posts in the Denver area. Piece is intended as a service to advertisers and agencies seeking information on soldier's likes and dislikes. Copies are available on request from KFEL or John Blair & Co.

* * *

At Atlantic City

AN EXHIBIT displayed by WJZ, New York, at the war conference of the National Industrial Advertisers Assn., meeting in Atlantic City last week, promoted the station's all-night, all-music program, *Say It With Music*.

WDOD

CHATTANOOGA, TENNESSEE

5,000 WATTS NIGHT and DAY

CBS

REPRESENTATIVES: PAUL H. RAYMER CO.

XUM

TO SELL AMERICA, the new Kolynos toothpowder every druggist in the country will receive a copy of this counter display which is being previewed by William E. Malone Jr., (l) advertising manager of the Kolynos Co., Jersey City, H. W. Blades, vice president (center) and Robert T. Meyers, sales manager. Radio will be an integral part of the promotion campaign slated to begin in mid-July with programs on the four major networks as well as day and evening spots being used. Agency is Blackett-Sample-Hummert, New York.

Show Transcribed

PUBLICIZING the War Dept. program, *The Army Hour*, broadcast each Sunday, KSTP each week transcribes the entire show and then station production men break segments into quarter-hour programs throughout the week. Numerous spot announcements are used to plug the Sunday show along with display ads and special newspaper stories.

KSTP's news bureau also has now installed a special teletype circuit in the local Golden Rule department store and provides store customers with latest bulletins.

* * *

Fitch Displays

LOCAL BALLOTING and counter and window displays in local drug stores are part of the dealer promotion behind the current "favorite local band" nationwide contest being sponsored by F. W. Fitch Co., Des Moines (shampoo). The band chosen in each of 13 geographical sections by popular vote will appear on a broadcast of NBC *Summer Fitch Bandwagon*, with the broadcast originating in the local NBC station in each case. Agency is L. W. Ramsey Co., Davenport, Ia.

* * *

In the Dark

A LUMINOUS BUTTON is being distributed to listeners in connection with broadcasts of *The Shadow*, transcribed series produced by Charles Michelson, New York. The emblem bears a silhouette of "The Shadow", principal character of the programs, and glows in the dark, after being held up to a bright light. Three new subscribers to the series are: WQAM, Miami; WMBS, Uniontown, Pa.; and KGU, Honolulu, Hawaii.

* * *

War Song Contest

WITH the conclusion of a contest for U. S. servicemen for the best singer, several weeks ago, *Hour of Charm*, featuring Phil Spitalny and his all-girl orchestra, launches a contest for the best war song of World War II. Each week, the program will give one new song its first public performance. There will be no prizes. General Electric Co., Cleveland, sponsors the show. BBDO, New York, and Foster & Davies, Cleveland, handle the account.

Wanted: War Song

A ROUSING war song, equal to George M. Cohan's "Over There", 1917 hit, is sought in a contest sponsored jointly by WOR, New York, and Warner Brothers Pictures, New York, whose current release, *Yankee Doodle Dandy* is based on the life of the late composer and producer. Contest, bearing the title of the film, is open to any non-professional writer or composer, and will be confined to the station's listening area. Winning song will be broadcast and be published. Judges are: Sigmund Spaeth, composer and music analyst; Morton Gould, composer, conductor and arranger of music, of WOR; Irving Caesar, song composer, who conducts *Sing-a-Song-of-Safety* on MBS.

Smokes For Discs

TRADING IN old phonograph records for cigarettes, is the suggestion offered listeners of WDAS, Philadelphia. Harold Davis, program director, has scheduled a series of announcements tying in with the record salvage campaign of the recording companies. Proceeds from the discs turned in will be used for the purchase of cigarettes for Army camps. The record senders may name a soldier to whom the smokes are to be sent.

* * *

War Agency Guide

TO ANSWER multiple questions on civilian and military occupations in the armed forces sent by listeners to the conductors of *Today's War and You*, weekly half-hour program on WBBM, Chicago, the station has published a chart listing war agencies in Chicago. Names of officials and bureaus are given along with a job directory and copies of the chart are offered free on request.

Manpower Show Extended

ORIGINALLY sponsored by the Physical Fitness Division of the Federal Security Administration, the BLUE weekly variety program *Show of Yesterday & Today* is now presented under the auspices of the War Manpower Board. Series has been extended another 13 weeks beginning July 5.

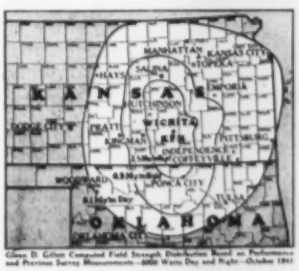
INTERNATIONAL viewpoint on world affairs flavors the five-weekly quarter-hour commentary series launched on BLUE Pacific Coast stations June 29, with Dr. H. H. Chang and Deane Dickason featured on alternate days.

MEET STEPHEN JOCELYN OF WICHITA *Boom Baby with a future!*

Marcus Studio Photo

"My name is Stephen Jocelyn. My dad, Meredith Jocelyn, operates a pilot's training school here in Wichita. His business is booming now, and he has great faith in Wichita's future. So, you can see why I'm a 'Boom Baby' with a future . . . born in boom times in a place full of promise."

The truth about Wichita, Kansas, is this: Sure! We're having a whale of a boom in this area. Rather than hide the fact—rather than be afraid —we're telling the world. Because this is a boom area with a future—a great future in aircraft and agriculture.



Glenn D. Gilbert Computed Field Strength Distribution Based on Performance and Previous Survey Measurements - 5000 Watts Day and Night—October 1941

Today and tomorrow, you can make money in this area by reaching our "folks" through KFH. Radio Station KFH is by far the dominant outlet in this area—it's the only full-time, 5000 watter in the State of Kansas.

That Selling Station In Kansas' Biggest, Richest Market

K F H

WICHITA

CBS - 5000 Watts Day and Night

CALL ANY EDWARD PETRY OFFICE

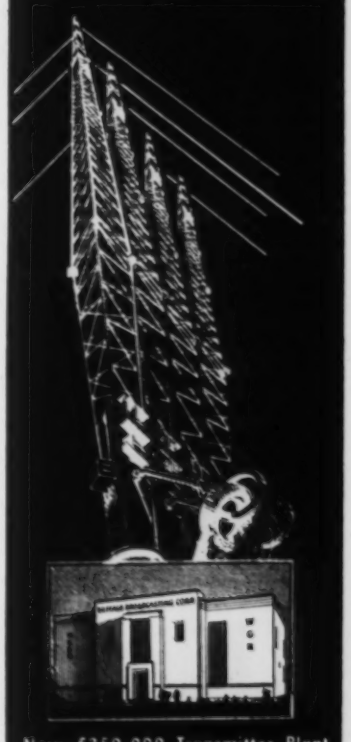
Buffalo's **FIRST** for Regional **COVERAGE**

5000 Watts by Day

1000 Watts Directionally Intensified by Night

WGR 550 K.C.

BASIC MUTUAL NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

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The Radio Census

IT IS TRULY remarkable how well the radio homes estimates—for they could only be that—of the Joint Committee on Radio Research, made in 1938, stack up against the final figures being released State by State by the U. S. Bureau of the Census and being published by BROADCASTING as fast as possible.

As a matter of fact, a study of the newly-released figures for about half of the States, as compared with the Joint Committee figures, shows that in most cases the Joint Committee leaned backward on the side of conservatism.

It will be recalled that the Joint Committee comprised representatives of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the NAB, and that the actual work on its estimates, based on two nationwide surveys, was done under the then committee secretary, now NAB research director, Paul F. Peter. He was commissioned to calculate, as fairly as possible, the number and percentage of radio homes in each State and county. He did the job to the satisfaction of all—but always lingering was the knowledge that at best his figures were merely educated guesses.

Then the Census Bureau included a radio question in the decennial census of 1940. Some quarters felt trepidation lest this "show up" the Joint Committee calculations. Yet everyone close to the scene knew that the margin of error in the Government census was bound to be considerable, for the census takers reported that people more than often balked at answering any question whether they had radios in their homes. The reason was simple: All the old propaganda about a tax on radio sets to help defray the cost of American broadcasting, now happily a dead issue.

It took the Census Bureau nearly two years to get around to issuing the State radio counts due to the press of other duties deemed more important, especially defense demands of last year and war demands this year. In the meantime, of course, it is well known that the radio population was on the upswing, not down.

Mr. Peter, for the NAB membership, and cooperating with BROADCASTING for the entire industry, undertook by scientific methods to project the Census Bureau's State and county radio and occupied dwelling counts to furnish the total and percentage tables currently being published by BROADCASTING. Following accepted statistical practice, the actual number of radio homes was estimated from the State releases by applying the per cent of ownership to those dwelling units not answering the radio question and adding such to those reporting radios. The result is a fair count as of 1940.

Analyzing the State percentage figures as we are publishing them—and we hope to complete the entire series within a month or so—BROADCASTING took the first 24 State releases and the State percentages projected therefrom and compared them with the Joint Committee's State percentage estimates. We found that the Joint Committee estimates were *lower* for 14 States than the new figures, *higher* for 10 States. The Joint Committee's *overestimates* ran from a 0.9 differential in the case of one State to 13.6 in another—but nowhere did it run over 7.9.

On the other hand, its *underestimates* for the 14 States ran from .1 in the case of one State to 11.7 in the case of another, but nowhere else over 6.8. This is truly an evidence that the Joint Committee erred, if it erred at all, on the side of conservatism. And it should be remembered that the figures we are publishing are still 1940 figures—and that manifestly they are still conservative in view of the fact that two of the most fruitful years of new and replacement set sales, including auto sets and second and third and fourth sets for the home, have elapsed since the 1940 official census count.

The promotion departments of stations and networks, the market analysts of agencies and sponsors, may safely use these new figures as showing the *irreducible minimum* of the radio equipped homes in each State and each county of the nation.

How About This?

LET'S GET the record straight on one thing. Is FCC Chairman Fly for or against the present system of broadcasting?

Mr. Fly is the most important official in communications. By virtue of his chairmanship both of BWC and the FCC, he wields greater power than any other man in radio history. His reappointment by President Roosevelt for a seven-year term demonstrates the confidence the chief executive has in him. Whatever the Administration's views on radio regulation, it is evident Mr. Fly has carried out its mandates.

During testimony on the Sanders Bill, Mr. Fly several times spoke disparagingly of radio advertising and advertisers. On one occasion he said, "Nobody listens to advertising except the people that are doing it." Another time he commented it wouldn't be serious if the industry made less money. Threaded throughout this oral testimony was the inference that there's something wrong about the profit motive.

We don't want to do Mr. Fly an injustice. Maybe in the cross-fire he gave incomplete or generalized answers. The point we make is the law provides for a private broadcasting structure—the American Plan. Until that law is changed, it seems to us officers of the FCC should not indulge in blanket indictment of a structure that admittedly is supplying the world's best radio service.

Vindicated

HEARINGS on the Sanders Bill, which would remold the Communications Act and spell out the functions of the FCC in the more controversial fields, have been concluded by the House Interstate & Foreign Commerce Committee. There have been divergent schools on the advisability of considering new legislation during wartime, both within the industry and within the Government.

We believe the hearings have been healthy, irrespective of the outcome. The issues have been clarified. The need for amendment of the 15-year-old statute, insofar as it applies to radio, appears to have been amply demonstrated. FCC-BWC Chairman James Lawrence Fly has agreed to sit down with Rep. Bulwinkle (D-N. C.) to work out certain amendments.

It is not our contention that the Sanders Bill should be enacted as drafted. Not even its author, Rep. Sanders (D-La.), proposes that. He has clearly stated he isn't wedded to the provisions of the bill, but wanted it used as a vehicle for the development of appropriate legislation. It certainly has served that purpose.

One development of the hearings, to which there was no outright opposition, was the proposal that broadcasting stations be issued permanent or long-term licenses, so that licensees won't approach each renewal period with fear and trembling. Licenses originally were issued for three months; then for six months; then for one year—and now for two years. The law allows three years, in the Commission's discretion.

Louis G. Caldwell, counsel for MBS, who opposed practically all of the provisions in the Sanders Bill, and who has given all-out support to the FCC's chain monopoly regulations, first proposed that licenses be issued premanently, or at least for a substantial term of years. Rep. Bulwinkle picked up the theme and obtained from Chairman Fly the agreement to draft a proposed amendment reaching this vital subject.

It appears evident now that Chairman Lea (D-Cal.) is disposed to name a subcommittee to draft a revised bill, with the hope of action this year. Even if Congress recesses this summer, this subcommittee could conclude its work prior to reconvening in the fall. Whatever the action of the House, assuming this schedule is pursued, hearings in the Senate before the Interstate Commerce Committee, are likely. There is pending the White Bill, after a fashion a companion of the Sanders Bill though not as far reaching in proposed FCC organization changes.

We Pay Our Respects To —

GEORGE EDWARD STERLING

BECAUSE George Edward Sterling was thwarted in his youthful ambition to attend West Point, the enemy in this war is going to suffer a lot at his hands.

As head of the newly-created Radio Intelligence Division of the FCC engineering department, George Sterling is the nub and nabob of a vast, intricate organization that will make short-lived any attempts at subversive radio in the United States or its territories and possessions.

The RID helps out the United Nations, too, but how, when and why are questions that cannot be answered here. What can be told, though, is that through 101 stations, manned by more than 700 persons under Mr. Sterling's direction, every attempt by the enemy to filter propaganda into the United States or to send messages out of the country will be quickly brought under the thumb of the Army, Navy or FBI.

The RID not only will quickly locate the alien station but it will also give a thorough account of the station's activities to the Government agencies most vitally concerned. The RID was born July 1, 1940 when the President set aside almost $1,500,000 for this new service organization. The value of the organization is inestimable but if you want a dollars and cents estimate, just remember that Radio Intelligence frequently locates a lost bomber, conservatively valued at $250,000.

Mr. Sterling, incidentally, with the aid of his subordinates worked out a plane-location technique in cooperation with the Army and Navy that promises soon to become an exact science.

The least you can say about Mr. Sterling is that he is a practical radio man. It is hard to say more than enough about him. He has lived radio since 1908 when he became an amateur operator. Born June 21, 1894 at Peaks Island, Portland, he comes from a long line of sea-going folk. As a youngster this sea-going heritage persistently cropped out but his mother did her best to keep him on land, for many a Sterling had gone to sea in ships that never returned.

After experimenting with amateur radio for some time, meanwhile becoming Maine's first licensed amateur operator and station owner, Mr. Sterling served on the Mexican border in 1916 with the Second Maine Infantry and overseas with the 103d Infantry, 26th Division. Later he transferred to the Signal Corps.

Here he served as a radio instructor and completed officers training at Langres, France, then considered the West Point of the AEF. He assisted in organizing and operating the first radio intelligence section in the Signal Corps which engaged in locating enemy radio stations and intercepting their messages. And he recalls how the Signal Corps captured a German dirigible by aiming a beam for the ship to ride.

After the war he served as a radio operator in the Merchant Marine, and as a marine radio inspector for RCA, beginning in 1922. The following year he entered Federal service as a radio inspector in the Bureau of Navigation. In 1935 he was appointed inspector in charge of the FCC third radio district in Baltimore, being transferred to the Field Division of the FCC in 1937 as assistant chief.

On July 1, 1940 he was appointed chief of the National Defense Operations Section, Field Division, Engineering Department. He is author of the *Radio Manual*, recognized as a standard textbook on radio communication, equipment and procedure by radio schools and for Government training purposes. The manual is also used as a reference book in colleges and universities.

Mr. Sterling demands and gets quick action. The RID works as an aide to various Government agencies engaged in detecting subversive activities. Among departments are the Army, Navy, Civil Aeronautics Authority, State Department, Office of Censorship, Office of War Information, Weather Bureau and others. The organization does not supplant the Foreign Broadcast Monitoring Service, but assists it. For example, RID makes recordings of enemy propaganda which are studied by the FBMS foreign - language experts and analysts.

The RID is a close-knit, hard working outfit and its boss, Mr. Sterling, glows when he talks of the loyalty, perseverance and love-of-work of his subordinates. Needless to say they're a hand picked, highly experienced group.

On Dec. 25, 1923 Mr. Sterling married Margaret Farray in Welland, Ont. They have two daughters, Patricia, 14, and Muriel, 9. While he hasn't much leisure, he does indulge in one hobby—amateur radio.

Personal NOTES

JAMES M. COX Jr., director of the Cox newspapers in Atlanta, Dayton, Miami and Springfield, O., and vice-president in charge of their radio stations—WSB, Atlanta; WHIO, Dayton; WIOD, Miami—has reported to Officers' Training School at Quonset Point, R. I. Already a licensed pilot, young Cox has been commissioned a lieutenant in the Naval Reserve.

SHERMAN GREGORY, manager of WEAF, NBC New York outlet, has been named a member of the committee headed by Morris Novik, coordinator of radio for Civilian Defense in New York and manager of WNYC, New York municipal station.

STEVE MUDGE, has returned to the New York sales office of MBS, after a brief period in the Chicago office, pinch-hitting for Ade Hult during the latter's illness.

ARTHUR HUNGERFORD, business manager of the NBC television department, has been commissioned a lieutenant (j.g.) in the Navy, and is on active duty at the Harvard U training school.

JOHN VAN CRONKHITE has resigned from the sales department of WATN, Watertown, N. Y.

BERT GEORGES, manager of the LeTourneau stations — WHEB, Portsmouth, N. H. and WRLC, Toccoa, Ga. —married Justine Helena Flint in Portsmouth June 25.

SYDNEY B. GAYNOR, KHJ, Hollywood, sales manager, plans three weeks of conferences with New York and Chicago agency executives.

EUGENE R. PEARSON, account executive of KOA, Denver, has received a captain's commission in the Army Quartermaster Corps and will report for duty July 1.

ALBERT DAVIS, for the last two years in the Columbus office of John W. Cullen Co., newspaper representatives, has joined the sales staff of the Chicago office of Joseph Hershey McGillvra under Manager Joe Spadea. Mr. Davis was formerly in radio and research departments of H. W. Kastor & Sons, Chicago, the *Oklahoma City Times* and KTOK, Oklahoma City.

WILLIAM F. KNOWLAND, assistant publisher of the *Oakland Tribune*, operating KLS, and son of J. R. Knowland Sr., publisher and AP director, reported for Army duty last week as a selectee. His brother, J. R. Knowland Jr., is a lieutenant in the Army Air Force now stationed at Chanute Field, Ill.

HARRY MAIZLISH, general manager of KFWB, Hollywood, currently in New York on station business, returns to his desk by July 15.

MAURICE McMURRAY, in the sales department of WHO, Des Moines, has joined the Army. Robert Harter, traffic manager, is now attending officer's training school, being replaced by Stuart Steelman.

J. BURYL LOTTRIDGE, manager of WOC, Davenport, has returned to his office following recovery from an auto accident May 29.

JOHN WILLIAMS, formerly of the NBC television department, has joined the NBC Radio-Recording Division as a salesman. Coming to NBC from the Chase National Bank in 1934, Williams spent some time in the research division prior to working in television.

ELMER KRAUSE, auditor and personnel manager of WGAR, Cleveland, has been commissioned a first lieutenant in the Army Air Force and will report at Miami Beach for training.

PAUL C. REED, director of the *Rochester School of the Air*, has taken temporary leave to accept the post of educational field advisor in the Office of the Coordinator of Government Films in Washington.

JENNINGS PIERCE, NBC Hollywood public service director and manager of station relations department, has returned following a month of conferences with affiliates.

HENRY SULLIVAN, commercial manager of WGTM, Wilson, N. C., is attending Atlantic Christian College in preparation for a Navy commission.

BOB SEAT, promotion manager of KXOK, St. Louis, has been accepted as a cadet in the Air Force. Bruce Barrington, KXOK news editor until he went into the Army a year ago, has been promoted to a captaincy.

GUSTAV M. HAGENAH, Midwest station relations representative of SESAC Inc., currently is in Hollywood for special assignment conferences with Emile Gough, West Coast representative.

HOWARD LANE, general manager of McClatchy Broadcasting Co. and the newly organized Golden West Network, Sacramento, Cal., currently is in New York for agency conferences on new fall business.

Connolly on Duty

JOSEPH T. CONNOLLY, promotion director of WCAU, Philadelphia, has been called to active duty in the Navy as a lieutenant (j. g.) and is under orders to report to Harvard U July 1 for a training course. Ted Oberfelder will handle sales promotion and Ken Stowman, publicity director, takes over trade publicity.

Anthony W. Roos

ANTHONY W. ROOS, head of the label department of Columbia Recording Corp., Bridgeport, Conn., died June 19 of a heart attack at his home.

XUM

Every bomb dropped, every ship launched, every row furrowed is a blow for Victory.

That goes for words, too . . .

. . . providing they are words of strength, words of wisdom, words of cheer, words of inspiration. Such words are powerful weapons.

But there are different words. These words breed fear, distrust, discord, doubt. These words are sly. They say "no" to Victory.

How great is the responsibility of Radio, the medium of words, to examine every word with infinite care and wisdom. Only words of Victory must cross its lips.

BROADCASTING

BEHIND the MIKE

JOHN STEADMAN, producer of KPO, San Francisco, is now handling the *Dr. Kate* show, heard over KPO and NBC, 10:45-11 a.m., from San Francisco's Radio City. He replaces Wally Ruggles who has joined the San Francisco office of the Coordinator of Information.

JOHN DEVINE, formerly with KEYS, Corpus Christi, has joined KFDM, Beaumont, Tex. as an announcer.

BILL MORROW, Hollywood gag writer on the NBC *Jack Benny Show*, has been signed by 20th-Century-Fox Film Corp. in a similar capacity and will work on the screenplay, "The Meanest Man in the World," which is to feature the comedian.

CONNIE HAINES and Bob Carroll have been signed for vocal spots on the weekly half-hour new NBC Meredith Willson-John Nesbitt program, which started June 30 under sponsorship of S. C. Johnson & Son (wax), summer replacement for *Fibber McGee & Molly*.

BILL DANCH, Hollywood writer, has taken over that assignment on the weekly CBS *Tommy Riggs & Betty Lou* program, sponsored by Lever Bros. (Swan), as a summer replacement for *Burns & Allen*.

STELLA UNGER, New York commentator on the NBC *Your Hollywood News Girl*, will originate her program from the West Coast for four weeks starting July 8.

WALTER TURNER, announcer of WWVA, Wheeling, W. Va., recently passed his flight test after completing civilian pilot training and will receive a private pilot's license.

JACK HORNER, announcer of KSAL, Salina, Kan., is to leave for the Army some time in July. He is being replaced by Sam Virts, formerly of KGNO, Dodge City, Kan.

WENDENE WILSON has joined the program department of WOR, New York, replacing Dorothy Sherman, resigned.

GEORGE A. PUTNAM, announcer, has taken over his third daytime serial in that capacity with an assignment on the *Story of Mary Marlin*, sponsored by Procter & Gamble, Cincinnati on NBC for Ivory Snow. Putnam announces the General Foods Corp., *Portia Faces Life* on NBC and *Second Husband* on BLUE for Dr. Lyon's Toothpowder.

HENRY BACKS, announcer of WWRL, New York, married Dolly Distle, of Sunnyside, Long Island, N. Y., June 23.

GEORGE CASE, formerly program director of WCFL, Chicago, who was to have rejoined WING, Dayton, as program director last week, has instead joined the staff of WGN, Chicago, as a producer.

HELEN ANN YOUNG, music librarian of KSL, Salt Lake City, has returned from a tour of the east where she visited music and education department of CBS, NBC and BLUE.

DONALD BRITT, Wake Forest U student, has joined the announcing staff of WGTM, Wilson, N. C.

JACK DAVIES, announcer of KSL, Salt Lake City, who recently enlisted in the Army, has been assigned to radio work at Fort Douglas in the public relations department of the 9th Corp Area.

VINCENT LLOYD SKAFF, newscaster of WMBD, Peoria, Ill., has joined the Marine Reserve and is stationed at San Diego.

JACK CLIFTON, announcer of WGTM, Wilson, N. C., is in Clifton Springs, N. Y. recuperating from an operation.

BEN LAIRD, of WHBY, Appleton, Wis., and chief sports announcer of the Wisconsin Network, is the father of a baby girl, Bonnie Rae.

Willard Egolf of KVOO Receives AFA Honors

SIGNAL honor for radio was the appointment of Willard Egolf as vice-chairman of the Advertising Federation of America Council on Advertising Clubs at the 38th annual AFA Convention in New York last week [BROADCASTING, June 29]. Along with his new office, Mr. Egolf automatically becomes an AFA vice-president.

Mr. Egolf

Mr. Egolf is present tenth district lieutenant governor of the AFA and immediate past two-term president of the Tulsa Advertising Federation.

BILL CAMPBELL, summer relief announcer of WIP, Philadelphia, has been made a regular member of the staff, replacing Walt Newton, who left for WGN, Chicago.

KEN NILES CBS Hollywood announcer, has been appointed a staff producer of that network and is assigned to the weekly half-hour *Hollywood Showcase*, sponsored by Richard Hudnut Inc. (cosmetics), on West Coast stations.

ALEX ROBB, NBC Hollywood program sales manager, is in New York for conferences on shows packaged by his department.

HERB POLESIE, Hollywood radio writer-producer, is in Chicago to produce a Marine Corps service short film.

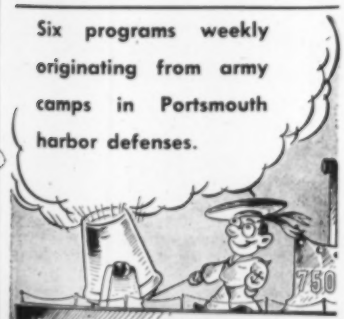
CHARLES BENNETT, Hollywood writer, is dramatizing for radio serialization, his screenplay, "39 Steps," directed some years ago by Alfred Hitchcock.

A. WILLIAM ALDRICH is a recent addition to the announcing staff of CKGB, Timmins, Ont.

JIM CRIST, special events announcer of WFMD, Frederick, Md., has been elevated to assistant program director.

LOIS LORRAINE, former freelance publicity agent, and previously with CBS, has joined NBC as publicity director, both trade and general, for WEAF, the network's New York outlet.

Six programs weekly originating from army camps in Portsmouth harbor defenses.



WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

WHIZ

The biggest little radio station in Ohio

A FORT INDUSTRY STATION

ZANESVILLE

WHIZ

Blue Network

XUM

HOWDEE B. MEYERS, assistant promotion and assistant special events director of WGN, Chicago, has been appointed radio director of the Chicago Office of Civilian Defense by Mayor Edward J. Kelly, succeeding Alan Scott, newscaster, who has joined the Navy.

ART GILMORE, CBS Hollywood announcer, is narrator on the Warner Bros. film short, "The Right Timing."

KNOX MANNING, CBS Hollywood commentator, has been signed as narrator on the Warner Bros. film short, "South American Sports."

GEORGIA GREY, formerly of WKBN, Youngstown, has joined WKRC, Cincinnati, as director of women's features.

JOHN ADEMY, recently of WCAO, Baltimore, where he was an announcer, is now a member of the athletics and recreation office at Kessler Field, Miss.

JACK HENDERSON, salesman of KWK, St. Louis, is the father of a boy.

ARTHUR J. FUXAN JR. has joined the mailroom staff of WWL, New Orleans. Charles H. Blaise, his predecessor, has been added to the traffic department.

JAMES MacMURRY, formerly with WMBR, Jacksonville, Fla., has joined WPTF, Raleigh.

GEORGE LEE MARKS, formerly of WKY, Oklahoma City, and WMAQ, Chicago, has joined WOAI, San Antonio, as program director.

MAX CONDON, singer of KUOA, Siloam Springs, Ark., has won the National Cincinnati Opera auditions and will work with the Cincinnati Opera Assn. this summer. Bob McMasters, new to radio, has joined KUOA's announcing staff.

ROBERTA DRAPER and Dick Glaser, recent graduates of Ohio Wesleyan U, are doing announcing and continuity writing at WMRN, Marion, Ohio. Bob Gross from Ursinus U, also has joined the announcing staff and is writing continuity.

NAT BERLIN, formerly head of continuity at WNEW, New York, is now a private in the Army Air Forces, assigned to the public relations office at Turner Field, Albany, Ga. He is currently producing several programs over local stations.

DALE TYPER, formerly Washington and New York newspaperman and now a radio commentator, and the former Mrs. Eddie Peabody, of Riverside, Cal., divorced wife of the banjo player, were married in Yuma, June 21.

BRICE DISQUE Jr., a writer for *Mr. District Attorney* on NBC and *Gang Busters* on BLUE, has been appointed NBC script editor, by C. L. Menser, manager of the NBC program department. Disque will work under Lewis H. Titterton, manager of the script department.

BILL WOOD, formerly announcer of KGO, San Francisco, has been commissioned a lieutenant in the Navy.

RAY BUFFUM, Hollywood writer-producer, has joined KPO, San Francisco.

BUCK HINSMAN, studio manager of the Starkville studio of WCBI, Columbus, Miss., has been promoted to production manager. Bert Craig, Millsaps College student, and Bill Shackleford, of Columbus, have joined the announcing staff for the summer. Charlie Holt, WCBI announcer, has resigned to join WCOV, Montgomery, Ala.

Porter in Navy

WILLIAM A. PORTER, since 1930 a Washington attorney specializing in radio, reported July 1 for active duty in the Navy as a senior lieutenant. He goes to the Naval Training School at Harvard for a six-week training course and is assigned to the Bureau of Aeronautics. Lt. Porter has closed his law offices for the duration. Before establishing his own offices, he was a partner in the Littlepage firm.

Mr. Porter

BOB SHANNON, newscaster of WHBY, Appleton, Wis., is to join the Marine Corps in August.

AUSTIN GRANT, newscaster of WWJ, Detroit, is the father of a recently-born baby girl.

CLAYTON G. GOING, formerly reporter of the *Poughkeepsie New Yorker*, has joined WGEA and WGEO, GE shortwave stations in Schenectady, as news editor and English announcer.

GEORGINA CHASE, formerly of CKY, Winnipeg, public relations department, was married recently to John C. Edick in Winnipeg.

SGT. RONALD DEACON, former CKX, Brandon, Man., announcer, recently married Mary Armstrong.

RAY STOUGH formerly program director of KVOX, Moorhead, Minn., has joined the merchant marine and is currently stationed at Gallup Island, Boston. John Henkes, formerly of KGDE, Fergus Falls, Minn., replaces Stough.

CHARLES NILES, formerly announcer of KGDE, Fergus Falls, Minn., has joined KVOX, Moorhead, Minn.

GENE GRAVES formerly of WGY, Schenectady, has joined the announcing staff of the new WSNY, Schenectady.

DAN CUBBERLY, KOY, Phoenix, producer of the six-weekly *Love Story Time*, was recently transferred to WLS, Chicago. Jack Wages, actor-announcer, has taken over production of that program, with Frank Weltmer, KOY continuity editor, assigned to announce.

MARYALICE MOYNIHAN, of NBC Hollywood purchasing department, resigned on June 15. Replacing her is Max Naumann.

AL HENRY, formerly with NBC in New York, joins WPEN, Philadelphia, as summer relief announcer.

REGINALD HARDEN has joined the announcing staff of WIS, Columbia, S. C.

WILLIAM N. ROBSON, CBS director and producer, now directing the CBS *Report to the Nation* series, on June 27 married June Wilkins, daughter of Paul Wilkins, Hollywood agent.

MARVIN STROH, operator of CHEX, Peterborough, Ont., has transferred to the announcing staff of CKVD, Val D'Or, Que.

JIM CARROLL, formerly of KWYO, Sheridan, Wyo., has joined KGGM, Albuquerque, N. M.

BILL PARMALEE has been appointed head of the KHJ, Hollywood, script department. He succeeds Don Chapman who resigned to devote time to freelance acting. Chapman is currently recuperating from an appendicitis operation.

FREDERICK HEIDER of the NBC script department, on July 11 resigns to become a radio writer for the Red Cross in Washington.

E. TOWNSEND SWALM, formerly on the editorial staff of *Radio Daily*, has enlisted in the Army under the volunteer Officer Candidate plan.

CHARLES VICTOR, Chicago announcer, having completed a role in the RKO film, "Sweet and Hot", has reported for Army duty in that city.

ROBERT HARTMAN, continuity writer of CBS-Chicago, has been appointed continuity editor of WBBM, Chicago.

TOMMY BARTLETT, announcer of WBBM, Chicago, on July 2 was sworn in the Army Air Force on *Salute to Victory*, daily recruiting program on WBBM.

Hughes for Swing

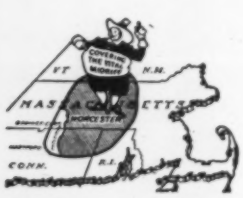
JOHN B. HUGHES, MBS commentator, will take over the sustaining period occupied by Raymond Gram Swing, MBS foreign analyst, Saturday, 10-10:15 p.m., starting July 11. Hughes is sponsored by Anacin Co., Jersey City, on Tuesday and Wednesday at that time, while Swing is heard Monday and Thursday for General Cigar Co., New York, under a recently renewed 52-week contract, which carries a 13-week cancellation clause. Swing joins NBC in September, and no plans have been announced in regard to his MBS commitments. In the meantime, he has also vacated his sustaining news period Sunday, 10 p.m.

THE *Quiz Kids* will be cast in a full length movie by Paramount to start production shortly. The story has not been selected, but when production starts the program will move from Chicago to Hollywood while the picture is being made, according to Lou Cowan, originator of the show.

Close Range Firing is far more effective

Truer words could never be said about a rich industrial market like Central New England. WTAG holds a two to one edge over any radio station heard in Central New England. In fact the WTAG audience regularly exceeds that of all other stations according to every independent survey.

When You Buy Time— Buy An Audience



WTAG WORCESTER

NBC BASIC RED NETWORK
EDWARD PETRY & COMPANY
NATIONAL REPRESENTATIVE
Owned and operated by
The Worcester Telegram-Gazette

In Southern California . . .

A big, concentrated selling job at surprisingly low rates

Soon 10,000 Watts
KMPC
LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

Meet the LADIES

MADELINE WISE

THE *Tuneful Topics* program with "Madeline" on WHIO, Dayton, recently celebrated its fourth successive year on the air. Knowing that people must eat in the summer as well as in the winter, the Arcade Market sponsors the program four mornings weekly the year 'round. And the sponsors say that Madeline does an excellent job of telling her listeners what to eat, where to buy it and how to prepare it.

Madeline Wise is a graduate of the Shuster Martin School of Dramatics of Cincinnati. Her varied experiences include Chautauqua work, monologues, dramatic radio stories and serials. She writes her own copy for her program.

Her *Tuneful Topics* places accent on appetizing and nutritious menus for breakfast, lunch dinner, party luncheons, buffet suppers and formal dinner parties. Women listeners constantly call her for the solution to the problem of getting children to eat foods good for them; and Madeline generally has the right answer.

She says that the reason her program is so popular is that "I do not try to tell women what to do, I just have a daily chat with them, and we iron out our food problems together."

Army Radio Camp

SET UP exclusively to train radio technicians, Camp Murphy, Florida, was opened formally July 5 simultaneous with its first graduation ceremonies. Opening of the camp, the Army announced, marks a wide expansion in the application of radio to Army uses. Maj. Gen. Dawson Olmstead, chief signal officer of the Army, attended the opening ceremonies which were presided over by Col. Hugh Mitchell, camp commanding officer.

The camp was named in honor of the late Lieut. Col. William Herbert Murphy, Signal Corps, a pioneer in the development of radio beams and radio equipment for military aircraft. Col. Murphy, a resident of Washington, was killed in action February 3 while serving as a communications specialist for the United Nations High Command in the Far East.

Latin American Equipment Shortages Threat to Goodwill Efforts, Says Royal

RADIO'S role in educating the peoples of Latin America in their part in the United Nations war effort is imperilled because of shortages of essential broadcast apparatus, John F. Royal, NBC vice-president in charge of international relations, reported upon his return from Mexico City early last week.

During his two-week visit to the Mexican capital he conferred with prominent broadcasters who told him that lack of replacement parts is becoming so critical that many stations are in danger of being forced off the air unless these parts are released soon by the United States.

Shutdowns Imminent

Mr. Royal said that some broadcasters are still waiting for equipment ordered months ago. Two Mexican stations, he stated, are using their last set of tubes and when they are gone the stations will have to shut down unless they can get the American supplies which are being held at the border.

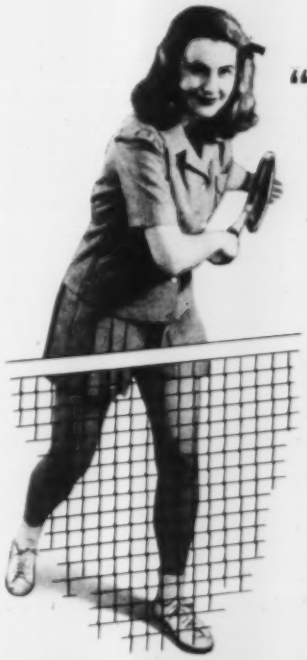
"We are now broadcasting an ever-increasing number of programs over our affiliated stations in Latin America in collaboration with the Office of the Coordinator of Inter-American Affairs," he said. "Unless these stations are able immediately to obtain the replacements necessary for their operation, there will be no outlets for these important programs in the strategic countries to the south. They are eager to continue to cooperate fully in the United Nations effort, and we must see to it that they are not obliged to discontinue their vital activities due to lack of equipment which we can supply.

"If there is any red tape or confusion causing the delay of the immediate dispatch of these important replacements to the Latin American stations, it should be eliminated at once. I am certain that Washington is aware of this situation, but officials may not fully realize the danger of the time element. This is a vital factor in hemispheric and United Nations solidarity and it merits immediate attention."

Mr. Royal cited the value of such programs as *March of Time, Cavalcade of America, This Is War, Americans All, Plays for Americans* and other programs broadcast in Spanish on NBC shortwave stations and rebroadcast by members of its 126-station Pan-American Network, programs which are presented by NBC in cooperation with the Office of the Coordinator of Inter-American Affairs. Speeches of President Roosevelt and of other leaders in hemisphere affairs are widely rebroadcast in both Spanish and Portuguese, he said.

"In a laudable gesture of solidarity, many Latin American radio stations long ago ceased broadcasting Axis programs in their countries, even though it meant the loss of considerable and much-needed revenue," Mr. Royal concluded. "In recognition of this move, we should do all that we can to help them continue their activities on behalf of the United Nations and thus contribute effectively towards the ultimate defeat of the aggressors."

REPORTS on the Tuesday and Friday press conferences held by President Roosevelt will be broadcast on WMCA, New York, starting July 7 with Ted Wingo, the station's Washington correspondent, as reporter.



"THAT'S THE POINT"

explains Suzy our Steno. "After we've served you our ace sales builders, we make a *complete report* on all merchandising conducted for your program and product. The WSAI advertiser sees in detail how WSAI's great merchandising program works for him."

WSAI'S SALES AIDS

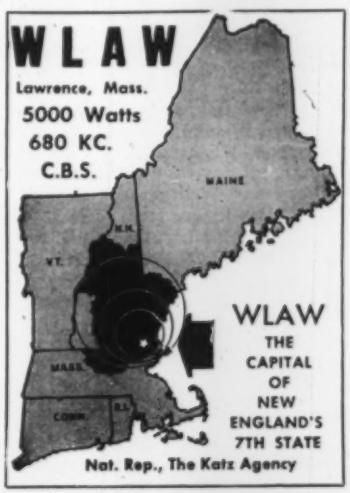
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.



Agencies

MERRITT W. (Pete) Barnum, former supervisor of night programs for Ruthrauff & Ryan, New York, has been placed in charge of radio production for the agency.

BYRON S. PHILLIPS, advertising and sales promotion manager of Pennzoil Co. (petroleum products), has been appointed manager of the newly-created merchandising department of Raymond R. Morgan Co., Hollywood. Frank Ford, formerly assistant advertising manager of Pennzoil Co., has joined Glasser-Gailey & Co., Los Angeles agency, as sales promotion manager, also a newly-created post.

WALTER ERICKSON, production manager of James G. Lamb Adv. Agency, Philadelphia, has enlisted in the Navy.

ALLEN C. SMITH, account executive of Aitkin-Kynett, Philadelphia agency, has been commissioned a lieutenant (j.g.) in the Navy.

BERT GOODALL, copywriter at Al Paul Lefton Agency, Philadelphia, has enlisted in the Army.

CRANE WILBUR, Hollywood producer of Ruthrauff & Ryan on the weekly CBS *Big Town Show*, sponsored by Lever Bros., has been signed to write the Warner Bros. screenplay, "Lawes of Sing Sing."

JULES BUNDGUS, Hollywood publicity director of Benton & Bowles, is recuperating from an appendicitis operation.

GRANT & WADSWORTH AND Casmir, New York agency, has changed its name to Grant & Wadsworth, effective June 29.

KENNETH COLLINS, vice-president of Arthur Kudner Inc., has joined the Army Air Force as a major.

Forms New Agency

BRUCE ANGUS, former account executive of Harry A. Berk Inc., New York, has formed an advertising agency bearing his name, with offices at 420 Lexington Ave., New York. A large part of the new agency's business lies in insurance and financial advertising, but Mr. Angus does not plan to confine his activities to these fields, it has been reported.

WGN Drops Talent Agency

TALENT division on WGN, Chicago, on July 1 was discontinued after over two years of booking engagements for WGN talent and *Chicago Tribune* writers. Marvin Welt, director of the division, will continue to handle booking all the artists and writers, among them Bob Elson, Marcia Winn and Arch Ward, setting up his own agency after a month vacation.

JOHN D. UPTON, account executive of N. W. Ayer & Son, New York, reported for duty as first lieutenant in the Army Engineer Corps July 4. He will be stationed at Fort Belvoir, Va.

HENRY F. WOODS JR., publicity director of McCann-Erickson, New York, has resigned to rejoin the advertising department of Standard Oil Co. of New Jersey. Replacing him is Thomas F. McMahon, formerly assistant publicity director of the agency.

SANDY CUMMINGS, formerly on the Hollywood staff of Benton & Bowles, and now an Army lieutenant, is stationed at the Fort Riley officers' training school as instructor.

CHARLES E. JONES, general manager and account executive of Kelso Adv. Agency, Los Angeles, recently became the father of a girl.

SHOWALTER LYNCH

NEVER AFRAID to blaze new trails, Showalter Lynch, vice-president, radio director and timebuyer of Mac Wilkins & Cole, Portland, Ore., has cut a consistently straight path through the early radio advertising woods. For more than a decade, Bud, as he is known to his associates, has pioneered Pacific Northwest radio with one clear idea as his guide. He believes a radio program should select the most logical group of potential prospects for the goods or services the sponsor wishes to sell. An entertaining program is merely the means to that one end—to sell something to the listening public.

That the above guide is a practical one, he demonstrates in his successful handling of such accounts as Neighbors of Woodcraft, Portland, Ore. (insurance), for which he currently writes and produces the weekly *Grandpappy & His Pals* on 26 BLUE West Coast network stations. Another Lynch production is the nightly *Five Star Final*, sponsored by Fahey-Brockman, Portland, Ore. (men's clothiers), on KOIN. C. E. Hooper Inc. has rated it the most successful local newscast on the Pacific Coast. Other choice accounts include Closset & Devers, Portland, Ore. (Golden West coffee), currently sponsoring the transcribed *Five Miniature Melody Time* on stations in Oregon, Washington, Idaho and Montana.

Born in Wellington, Kansas, Jan. 27, 1904, Bud trekked west at an early age and trudged to grammar and high schools at LaGrande, Ore. Attending the University of Oregon for a short while, he was graduated from Whitman College, Walla Walla, Wash., class of '27.

Following a year as production manager of KGW, Portland, Ore., he struck out for himself in 1930 forming his own production agency. That enterprise in turn led directly to his present affiliation with Mac Wilkins & Cole in 1931.

A family man as well as a radio pioneer, his wife, formerly Miss Edith Bader, and a 9-year-old daughter, Nancy Carolyn, complete the distaff side of the Lynch household. When he can get away from his job as radio director and timebuyer, Bud likes nothing better than to play "gentleman farmer" on his three acre estate in the Palatine Hill district of Dunthorpe, just outside Portland. He is also proud of his prowess with a fly rod which he uses to advantage on Oregon's noted trout streams.

OPA'S NEW SERIES TO EXPLAIN RULES

TO EXPLAIN the importance of such problems as rent control, price control and rationing, *Neighborhood Call*, 15-minute weekly series sponsored by the Office of Price Administration, will bow July 10, at 7:30 p.m. over NBC. With the narrator in the role of the friendly neighbor who drops in for a quiet talk with the family, OPA regulation will be discussed with the aid of occasional dramatic spots.

First tried last April with Frank Craven as the neighbor, the program reached a wide audience and received considerable mail response. Encouraged by this response to an unannounced broadcast, the OPA officials have decided to present a regular series. The first script will feature the neighbor discussing price ceilings with the family. Scripts are written by Will McMorrow.

Chemicals Inc. Spots

CHEMICALS Inc., Oakland, Cal. (Vano), in a 52-week campaign started June 29 is using five announcements per week on KQW, San Jose, Cal.; three weekly on KPO, San Francisco, and two on KOIN, Portland. Other stations nationally will be added to the list within the next 30 days. Firm recently renewed twice-weekly participations in Marjorie Mills home economics program on nine Yankee network stations. Agency is Botsford, Constantine & Gardner, San Francisco.

Interstate News

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Butternut bread, Dolly Madison cake), on July 1 started sponsorship for 22 weeks of *Donald McGibney & the News*, quarter hour newscasts three evenings weekly on WBBM, Chicago. Agency is Potts-Turnbull Adv. Co., Kansas City, Mo.

NO BLACKOUT

In

Charlotte's Listening Habits!

NO SIR—

WSOC Keeps 'Em Listening

This audience preference in the Charlotte market assures you that your message will reach people who can buy your product!

and . . .

The popularity of NBC RED PLUS WSOC SHOWMANSHIP is adding listeners daily in bonus coverage.

WSOC

CHARLOTTE, N. C.

NBC • RED

National Representative

Headley-Reed Co.

New York - Detroit - Chicago - Atlanta - San Francisco

WITH AN EYE FOR SALES

WCOP

. . . more and more advertisers are spending more and more money on WCOP!

REPRESENTED BY HEADLEY-REED CO.

COPLEY PLAZA HOTEL, BOSTON - 1150 on Your DIAL

Studio Notes

TO ENLIST foreign language broadcasters in its drive to collect old phonograph records, Records for our Fighting Men Inc. has appointed a foreign language committee of Jewish and Italian radio announcers. **Oscar** Goren, Jewish commentator, and Enzo Gugliotta, Italian announcer of WEVD, New York, co-chairmen of the committee, will form sub-committees in all cities which have foreign language broadcasts.

RAF flying veterans of the Libyan campaign against the Nazis are the stars in an interview feature of the new edition of *Freedom's Fighting Men*, transcribed series offered to NBC Thesaurus subscribers by the NBC Radio-Recording Division for sustaining broadcasts only.

NARRATION of Al Sisson, of WHAM, Rochester, delivered as part of the Bausch and Lomb celebration of Army and Navy Night in Rochester's Red Wing Stadium, was so well received that Rep. Joe O'Brien (R-N. Y.) had the piece inserted in the *Congressional Record* of June 25.

WHBQ, Memphis, after ten years of occupancy in the local Hotel Claridge, has moved to new and larger quarters on the mezzanine floor of the Hotel Gayoso, one of the South's oldest hotels. Installed in the new studios are complete new transcribing facilities.

WEIM, Fitchburg, Mass., is now carrying its daily program schedule in *Raivaaja*, leading Finnish daily published in that city.

KTSA, San Antonio, convinced that thousands of tons of scrap rubber lie undiscovered along our highways, recently instigated such a search in cooperation with the local junior division of the YMCA. Women with cars were sought and into each car four boys were assigned. Driving to a designated point, the boys then scoured the roadsides for rubber. Each car traveled not more than four miles and yet an average of 200 pounds a car was maintained.

KDKA, Pittsburgh, through James B. Rock, general manager, has announced that 12% of its total gross payroll has been subscribed to the purchase of war bonds. The payroll deduction plan, according to the announcement, now has 100% cooperation of the staff and has been in effect several months.

WQAM, Miami, issued bonuses to staff members on the last payday in June, based on the company's earnings for the first six months of 1942. It has been the station's practice to give such bonuses to its employes at Christmas and again at the end of the fiscal year.

KGEI, San Francisco, shortwave station of the GE, on June 23 launched a series of weekly roundtable discussions in Spanish, sponsored by the San Francisco Chapter of the Pan-American Society and featuring authorities on topics of interest to the Americas. The programs are beamed to Mexico, Central and South America.

GOODWILL IN PITTSBURGH where Mexican delegates to the convention of the Hotel Greeters Assn. were interviewed on KDKA. Principals in the broadcast were (l to r) Ignacia Carral, Mexican announcer, and Paul Shannon, KDKA announcer.

WOWO Is Bugler

BUGLER of Baer Field, Indiana, is WOWO, Fort Wayne. Station broadcasts "first call" at 6 a.m., "Reveille" at 6:10 and "Assembly" at 6:15 which are carried by the camp's public address system. Between calls military marches and popular tunes are played, a typical Army man's letter is read and news and official Army bulletins are broadcast.

FIRST radio clinic for AAA field personnel in Illinois was recently conducted in Rockford, Ill., to discuss method of disseminating agricultural information. Morey Owens, program director of WROK, Rockford, was active in the forum and arranged with AAA officials for regular agricultural information to be used in WROK's *R. F. D. Club*.

WHO, Des Moines, gave one $25 War Bond daily during the rubber drive for the most interesting 10 words completing the statement "I turned in my old rubber today because . . ." The contest, was promoted on Bob Burlingame's 10:30-10:45 p.m. newscast.

WWDC, Washington, has added all prize fights in Griffith Stadium to its schedule of special events. Broadcasts are sponsored by D. J. Kaufman Men's Wear Store with Ray Carson at the microphone.

WNAX, Yankton, S. D., recently brought listeners the sounds of sizzling branding irons and bawling of the "dogies" when Chris Mack, farm director, transcribed the annual Flying V-Bar-V roundup in the sandhills.

Swift Is Winner

WRITING on the theme of "What Freedom Means to Me", Jack Swift, newscaster of KDKA, Pittsburgh, has won a $50 War Bond first prize in the 35-group Westinghouse Radio Stations Inc. $3,000 War Bond contest. Mr. Swift's entry will be judged with those of other group winners in the company-wide competition to determine grand prize winners. Groups consist of various works, divisions, districts and subsidiaries of Westinghouse Electric & Manufacturing Co. throughout the country.

JAMES W. GERARD, former Ambassador to Germany, presents a weekly analysis of history and current events in WINS, New York, Mondays, 7:45 p.m.

All Affiliates Are Given Rights to Service Game

IN ADDITION to the 160 stations affiliated with either NBC, CBS or Mutual in the 18-state Maine-to-Louisiana area which are slated to carry the Army-Navy game Nov. 28 under sponsorship of Esso Marketers [BROADCASTING, June 29], the three networks will offer the broadcast of the game to the rest of their affiliated stations without commercial announcements. The arrangement making this possible was made between Esso Marketers and the networks in view of the large interest in the game for all sections of the country. Agency for Esso is Marschalk & Pratt, New York.

Every kid knows there's more than one way to see a ballgame. On the other hand, smart radio advertisers know there's *only* one way to get a "look-in" on the big Roanoke—Southwest Virginia market. And that's with WDBJ — the one station serving the whole territory. Want a share of the area's $285,000,000 bankroll?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.

Exclusive National Representatives

Serving Georgia's Richest Market WITHOUT WASTE!

WATL

ATLANTA

MBS 250 W 1400 K C

Represented by SPOT SALES Inc

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.

National Representatives

Think of
CLARK
•
synonym for
QUALITY
TRANSCRIPTION
PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

Sanders Hearings

(*Continued from page 16*)

the law that a station licensee be responsible for determining what shall and shall not go over his transmitter is not transferable. Regulation 3.105 provides that a station may not contract away his right to reject unsuitable or improper programs, he said.

Apropos network ownership of stations, Mr. Fly listed the 10 stations originally operated by NBC and the 8 stations licensed to CBS. Since the announcement of the regulations, he said this "concentration of stations has improved somewhat" since three of NBC's stations have been transferred to the BLUE. He cited as an illustration the situation in Charlotte, where there are three stations, with CBS owning WBT, using 50,000 watts. He said this left only two low-powered stations, WSOC, with 250 watts, and WAYS, with 1,000 watts, to be shared among the Red, BLUE and MBS.

The cure reposes in regulation 3.106, providing that no network shall own more than one station in any locality. When the contemplated sale of the BLUE is completed, he said, this requirement will automatically be met. The regulation also provides, he pointed out, that a network shall not be the licensee of a station in any locality where the existing stations are so few, or of such unequal desirability, that competition would be substantially restrained.

Praises NBC and RCA For Separation of Blue

Describing the regulation calling for separation of the Red and the BLUE, Mr. Fly said that everyone—NBC, the FCC and the FCC minority—is in agreement that the BLUE should cease to be "a little brother" of the Red and should emerge as a full-fledged independent and competing network in its own right. Regulation 3.107 provides for the separation of these networks.

Mr. Fly said he wanted especially to commend "the businesslike and wholly cooperative way in which NBC and its parent, RCA, have proceeded with this separation." After describing the complete physical and legal segregation of these two networks which has been effected, he said there only remains to transfer control of the BLUE to an independent interest.

The FCC has suspended the effective date of the order requiring disposition of the BLUE and has provided that the regulation will not become effective on less than six months' notice. Thus, he explained, RCA has not in any sense been placed in the position of a "necessitous seller" required to take the first offer that comes along.

Dealing with purported network control of station rates, Mr. Fly said NBC's standard affiliation contract provides that, if a station sells time to a national advertiser for less than that which NBC charges network advertisers for that time, NBC may lower the station's network rate proportionately. He said this might properly be considered outside the Commission's concern, if it did not affect listeners adversely.

He contended, however, that listeners are affected since many programs which might be put on by national advertisers through transcriptions or otherwise are banned because network rates must be charged even though the network is not used. Thus, he said, listeners are deprived of programs which might otherwise be broadcast. Regulation 3.108 provides in effect simply that stations may fix *or* alter their own non-network rates without hindrance from the networks.

Discussing freedom of speech and the regulations, Mr. Fly charged the networks have tried to create the impression that the chain - broadcasting regulations somehow or other "limit freedom of speech". Branding this as untrue, he said that on the contrary the regulations promote freedom of speech by assuring to every station licensee the right to select his own programs unhampered by "restrictive clauses in his network affiliation contract."

While the networks put on some excellent programs, Mr. Fly said the lawyers of these same networks have devised "shrewd contract provisions which have both the purpose and the effect of keeping these very programs away from listening millions all over the country." He said the regulations were designed to blast loose "these legal log-jams between microphone and listener".

Mr. Fly cited the case of Raymond Gram Swing, on MBS. He said he belonged to a distinguished list of commentators on all the networks who have done much to make Americans "the best-informed people on the face of the earth". Swing is not heard in many stations because of the exclusivity clause, he said. He cited Portland, Me., as such a situation, because there are only two stations in that city under exclusive contract to other networks.

Says Legal Verbiage Blocks Freedom of Speech

He said the interference with freedom of speech is hidden behind technical legal verbiage, and only "when you cut through that verbiage do you come to the cold hard fact—network exclusivity makes it impossible for the citizens of Portland, Maine, to hear Raymond Gram Swing."

The same situation obtains in 18 cities having at least two stations, Mr. Fly said. He added that the regulations are not a cure-all since even after they take effect the citizens of 18 cities may not be able to hear Mr. Swing. The stations may still, if they wish, decide not to broadcast the commentator. "In my judgment," the chairman asserted, "few greater steps toward freedom of speech over the air can be taken than the abolition of exclusivity, and a recapture by the stations of the power to broadcast outstanding programs, if they so desire, from any source whatever."

Mr. Fly then explained the reason why he used Mr. Swing as an example. He recited that in September he leaves MBS and joins NBC. If territorial exclusivity is

WEST COAST TOUR of Keith Kiggins, BLUE vice-president in charge of station relations, took him to San Francisco where he conferred with William B. Ryan (left), general manager of KGO and Tracy Moore (center), sales manager of the BLUE Western Division.

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practiced, Mr. Swing will not be free of restrictions over NBC, he said. In that event, he declared, "he will have jumped out of the frying pan of exclusivity of affiliation and into the fire of territorial exclusivity."

Says Option Time Limits Self-Expression

NBC has announced, since the network regulations were published, that it intends to and perhaps already has, abolished territorial exclusivity. If it is in fact abolished it will not stand in the way of Mr. Swing's broadcasts, said Chairman Fly, and this in itself indicates the importance of the regulations "in opening up new channels for free speech on the American air".

Another example of the way in which territorial exclusivity has in the past "blocked free speech," Mr. Fly enumerated, was the experience of Theodore Granik's *American Forum of the Air* in Buffalo. The regular MBS affiliate in Buffalo decided not to carry the *Forum*, which Mr. Fly said was entirely within its province and on which there could be no complaint. A Buffalo independent wanted to carry the *Forum* but the network said no. It held the territorial exclusivity clause prevented it from sending the program to any other station in Buffalo. He pointed out that it was MBS' territorial exclusivity policy that was at fault, but that he understood MBS no longer practices exclusivity and the *Forum* now is heard in Buffalo.

Mr. Fly contended also that option time seeks to "throttle freedom of speech, or more particularly freedom of millions to listen". He cited the WFBR, Baltimore, case as an example, when the station was an NBC-Red affiliate. This incident, previously testified to, dealt with the displacement of a National Guard recruiting program for a Procter & Gamble program for Oxydol. He said that NBC invoked its option time privilege and threatened to shift WFBR from the Red to the less profitable Blue unless the station moved the National Guard program to make room for Oxydol. Mr. Fly asserted this was not an isolated example and that all over the country "option time operates to impede and hamper the development of local self-expression".

Asserts Congress Should Prevent Restraints

Mr. Fly cited a series of past incidents in which public service speeches scheduled on given networks were carried by only a handfull of stations on the networks. In one instance on NBC Red, Rep. Boren's (D-Okla.) address was heard on only 35 of the 136 stations on the network and under territorial exclusivity no other station in the 101 cities could broadcast the talk. He cited the BLUE Network incident where a *Town Meeting* program was not broadcast in nine States.

On MBS, there was an incident wherein a roundtable program with prominent speakers was not heard in a half-dozen states. Finally, he cited a CBS speech by Rear Admiral Emory S. Land, head of the Maritime Commission, which was not heard in Norfolk-Newport News, an important ship-building center, because the two stations in that city were not affiliated with CBS and because two other stations which cover the area—WRVA, Richmond, and WDBJ, Roanoke—did not carry the program.

Mr. Fly argued that restraints on freedom of speech result from exclusivity, territorial exclusivity and option time, but these, "bad as they are", do not rival in their restrictive effects what might be called the conjoint or united effect of the contracts as a whole upon free speech. The net effect of the contract provisions as a whole "is to close the door to any new network," the Chairman said. "And to the extent that additional networks are kept out, freedom of speech is to that extent throttled."

Mr. Fly contended that four people—"even such outstanding citizens as Mr. Trammell (NBC), Mr. Paley (CBS), Mr. McCosker (MBS), and Mr. Woods (BLUE)" — should not have the right "to decide who shall and who shall not have freedom to reach a nationwide radio audience."

He added he was not suggesting that a new network could do a better job than the existing ones, but that he was suggesting that if Congress has a concern for free speech "you will try to make sure that monopolistic restraints do not prevent others—perhaps others of the calibre of these four and perhaps men even better equipped for the task—from also entering the field and doing their share for free speech."

'Monopolist Heaven' Portrayed by Chairman

Mr. Fly cited a speech made in 1923 by David Sarnoff, RCA president, and attributed to him the statement: "We ought to get away from all these small stations and have just two or three, or maybe just one, big station." After reading excerpts from this address, Mr. Fly said that was Mr. Sarnoff's dream of 20 years ago, and that during the intervening years "he and another dreamer, Mr. Paley, have come perilously close to establishing that monopoly or duopoly which Mr. Sarnoff predicted so frankly in 1923."

He said he was not content to move further and further away from what Mr. Sarnoff called "small and comparatively cheap stations serving limited areas". Mr. Fly said he thought the 900 independent stations are the backbone of the American system of broadcasting and that he did not believe the Commission could stand idly by "while the monopolists' heaven pictured by Mr. Sarnoff and seconded by Mr. Paley is achieved step by step".

Dealing with licensing of networks, Mr. Fly recalled that Mr. Paley in his testimony before the Senate committee last year said he thought the time had come for Congress to arrange for licensing of networks. Since then, he added, Mr. Paley has "somewhat modified his position". Declaring that licensing of networks is not something that can be arranged in an offhand manner, Mr. Fly said it involves a variety of complex problems, and should be undertaken only after the fullest study.

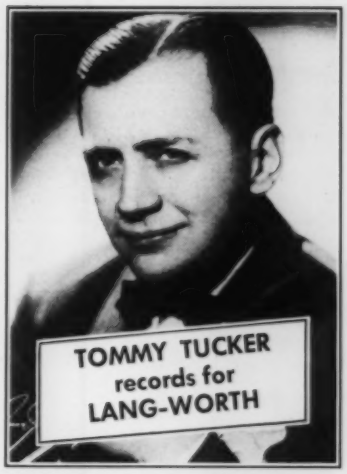
These include such matters as national service, fixed standards of coverage to the end that none of the people will be discriminated against, limitation of sponsorship of commercial programs over stations in the area in which the advertiser has distribution. [He cited the situation of Lowell Thomas' news broadcasts over 25 stations for Sun Oil Co., asserting there appeared to be no good reason why Thomas' news broadcasts should not be heard throughout the country merely because Sun Oil does not sell throughout the country.]

Any study of network licensing, Mr. Fly said, would have to examine this problem thoroughly, plus the questions of the tendency toward duplication of types of programs; what happens when two advertisers want the same hour on a network, and related problems.

Says FCC Is Now Basically a War Agency

Referring to an article in the June issue of *Harper's* written by Bernard S. Smith, introduced as an exhibit, Mr. Fly said Mr. Smith had found that 11 advertisers together furnish some 50% of all network programs and these companies, having been the first to come, are continuously through the years the first to be served. While this problem is wholly outside the present scope of the Commission's duties, it might become highly relevant in connection with any study of network licensing, he said.

Mr. Fly said he did not think this was the appropriate time to inaugurate such a study. The FCC now is essentially a war agency with war duties occupying the bulk of its time and its best energies



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and he felt this war work should be impeded at present by inaugurating an overall study of network licensing. Secondly, he said there are on the immediate horizon vast new developments which will profoundly affect the whole broadcasting picture—FM and television which are set for unlimited commercial expansion immediately after the war."

Asserting he had the greatest hopes that these industries would flourish during the immediate postwar period, he said he felt they would be important factors in the expansion of business which will serve to stave off any possible postwar depression in this industry. Finally, he declared he was very much opposed to any licensing of networks prior to the full-scale duty.

No. 7 of a Series

Diversified Farming in Nova Scotia

STRENUOUS efforts to promote a wider diversification of farm products are making encouraging headway in Nova Scotia. Basis of this programme is to increase production of home-grown feeds so that the province's dairy and livestock industry, the basis of its agriculture, may continue to expand.

More apples are grown here than elsewhere in the British Empire. 1939 production was 2,039,605 barrels, of which 1,772,783 barrels of graded fruit were exported to England. Wartime embargoes have since prevented fresh fruit exports; but the Government Marketing Board distributes the huge crop, half in processed form to England and the other half in Canada.

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"This is too serious a matter, and too important from the point of view of radio listeners all over the country, to be entered into in an offhand manner. Any action must be preceded by a thorough study from every angle."

Alluding to newspaper ownership of stations, Mr. Fly pointed out that the Commission has instituted this study and will report on the problem "as promptly as possible". This investigation received its impetus from Congress, Mr. Fly asserted. He said a large number of Senators and Congressmen over the years had cited the need for the study and called attention to the fact that Senator White (R-Me.) had taken the Commission to task for not having formulated an opinion.

Many Newspapers Seek FM Stations

The question of joint ownership of newspapers and stations became acute last year when FM was opened up for commercial operation, Mr. Fly said, with 43 of the 99 applicants for FM on June 30, 1941, filed in behalf of newspaper interests. The investigation was undertaken for three purposes, Mr. Fly said: (1) To determine whether or not something needs to be done; (2) to determine whether, if something needs to be done, the Commission can and should do it under the present Act; and (3) to determine whether the Commission should instead make recommendations to Congress.

To buttress this point, Mr. Fly placed in the record his opening statement at the newspaper hearings just a year ago.

"Congressman Sanders has asked several previous witnesses why newspapers should be put in a prescribed class," Mr. Fly said. "He has asked why they should be treated differently from churches, schools and moving picture companies, et cetera. My answer is that if in the future there should arise a marked tendency for the ownership of radio stations to gravitate into the hands of churches, schools or motion picture companies that would be a matter which the Commission should properly look into."

Dealing with clear channels and with that provision of the Sanders Bill which would require the Commission to study and report to Congress on them, Mr. Fly said "we very much wish we could embark upon such a study". Shortly before the war, he said, the Commission had planned a study of the clear-channel problem, but the shortage of engineers made it impossible to carry the project through. "Our engineers are too busy helping win the war at this time," he said.

"You have already heard two sides of the clear-channel problem. Mr. Sholis (Victor Sholis, director of Clear Channel Broadcasting Service), representing 15 or 16 clear channel stations, gave you one side, and Mr. Spearman (Paul D. P. Spearman), representing Network Affiliates Inc., gave you another point of view.

"Basically the clear-channel problem is an engineering problem, and a very interesting one indeed. If the Committee desires further testimony on this subject, I would suggest that you call our Chief Engineer, E. K. Jett, who is fully qualified to give you a clear and precise picture of the clear channel controversy from the public point of view."

Chairman Placed Under Cross-Examination

Mr. Fly's eighth and final appearance before the Committee came last Wednesday at a full morning session devoted entirely to cross-examination. As author of the bill, Rep. Sanders took over the bulk of the examination, which at times reached fever pitch.

Alluding to Mr. Fly's testimony the preceding day regarding the Sun Oil Co. sponsorship of Lowell Thomas' broadcasts over a limited network of 25 stations, Mr. Sanders pointed out that the oil company was a private enterprise and of course looked at the profit motive. He asked the Chairman whether that motive would not be destroyed if there were the requirement that sponsors buy full national networks, irrespective of distribution of their product.

Mr. Fly said he wanted to stress the point that stations throughout the country ought to have the opportunity of taking such an outstanding broadcast. He said he had not solved the problem or given it detailed consideration, but emphasized radio is a public service and that consideration should be paramount.

Subsequently, when Rep. Wadsworth (R-N.Y.) took up questioning on the same line, Mr. Fly said he was simply projecting the view expressed by Mr. Smith in his *Harper's* article as one of the problems inherent in network licensing, and that he had in no way made up his mind. He agreed that Mr. Thomas would have some say, as well as the advertiser.

Answering Rep. Sanders, Chairman Fly said Congress might decide after study that it would want to "override a private interest" in the interests of 130 million listeners.

Queried by Rep. Sanders on newspaper ownership, Mr. Fly said that no decision yet had been made on the investigation and that "several months" would elapse before the Commission's final report. He insisted he had not made up his own mind and that he did not know what the facts would prove, one way or the other. The question of the Commission's jurisdiction likewise has not been decided and the Commission might take one of several courses.

Says Public Interest Must Be Based On Facts

The public interest concept must be applied on the newspaper-ownership problem, Mr. Fly asserted, declaring that public interest "doesn't define itself" but must be based on the facts.

When Rep. Sanders asked whether "it is your view that the law does or does not give you authority," Mr. Fly rejoined that he did not think the Congressman wanted to "pull a judge off the bench and tell what his decision will be." He said he frankly did not know what conclusion he would reach and that he declined to answer the question simply because he hadn't completed his study.

Mr. Fly said that assuming the FCC determines it has the power to invoke a newspaper-divorcement order, it then would consider whether it should proceed, or take one of several alternative courses.

When Rep. Sanders asked about holding up newspaper applications, Mr. Fly said none had been granted and none denied since the proceedings started, claiming there was no point in disposing of applications prior to conclusion of the study.

Agreeing with Mr. Sanders that a fundamental question was involved in the right of the Commission to say, arbitrarily, that one particular class should not be entitled to licenses, Mr. Fly said he would have no objection to the Congressman expressing himself on the subject. But he added that most of the utterances of members of Congress have been the other way. If Congress wants to change its

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Colon, Panama

FLYING HIGH is Dave Young, former sports announcer of KABC, San Antonio, as he receives the *Sporting News* Trophy voted annually to the most popular baseball announcer in the Texas League, from Early Wilson, station president. Known to the Army as Cadet David Olds, he is currently qualifying as a lieutenant in navigation. The award was for 1941, marking his second consecutive selection for the honor, and was presented as part of the ceremonies of soldiers' night at the San Antonio park.

position, he said he certainly had "no objection to that approach".

The case of KOB, Albuquerque, operating under a special service authorization on 770 kc., clear channel on which WJZ, New York, is dominant, was brought into focus by Rep. Sanders. He asked particularly whether the situation was one wherein the parties could not litigate because of the type of authorization given KOB, which was not in fact a license, recalling the court decision in the WLW case involving this issue.

Mr. Fly explained, after consultation with his counsel, that KOB was one of the stations left without an assignment under the Havana Treaty reallocation and that it has operated on different frequencies in the quest for a permanent spot for it, without injury to other stations. He said it was unlike the WLW case, since there the question was pure experimentation, and the FCC concluded that the experiment was over.

Purely An Engineering Problem, He Explains

Asserting that KOB would either have to be closed down or a home found for it, Mr. Fly said it was purely an engineering problem and if a frequency could be found that would do a good job without getting on either an eastern or northern station clear channel, the Commission would be glad to do it.

Describing KOB as "one of the best stations in the country", Mr. Fly pointed out that it is seldom that interests are found willing to make substantial investments to serve a sparsely settled area.

Mr. Sanders commented that if the Commission could issue special service authorizations of the KOB type in one case, it could do it "in others" and inquired whether it was desirable to have Congress lay down the policy. Chairman Fly said such steps would tend to make it more difficult for the Commission to function. Asserting that "radio waves don't stay at home", Mr. Fly pointed to the international implications of radio and said the FCC, faced with the problem of maintaining "the best broadcasting system in this country", must be able to meet these critical situations as they arise. He warned against taking away the FCC's power in this regard.

When Rep. Sanders asked whether WJZ could not appeal the KOB authorization because it doesn't have a regular license and therefore would have no standing in court, Mr. Fly asserted he thought this was incorrect, but that he had not made the requisite legal study. He added that if a regular license was insisted upon for KOB, the station might have to go off the air.

Rep. Sanders commented that "you can take them off the air anyway", and Mr. Fly countered that this assumed the Commission was arbitrary.

"If that is the assumption here, you ought to abolish the Commission and get another," he said. "We may as well not have this Commission at all and go back to 1926."

Describes Letter Commenting On Bill

Referring to a letter dated Sept. 18 from Chairman Fly to Chairman Lea, commenting on the Sanders Bill, Mr. Sanders asked whether this was the result of an FCC meeting or Mr. Fly's personal opinion. The chairman said it was official and had cleared through the Bureau of the Budget. Chairman Fly could not recall whether the matter was actually taken up at a meeting or circulated among commissioners. He said he had no doubt that the Sanders Bill was discussed at Commission meetings on several occasions, but did not recall precisely how it came up. He added it was not at all unlikely that the letter was circulated but that this had no bearing on the facts.

The letter itself was drafted by the FCC law department and "was not any more my property than that of any other commissioner," he said. Asked by Rep. Sanders whether it would not be desirable to have such legislative matters considered by the Commission as a whole, Mr. Fly said he thought it was. He added there is some divergence of opinion on the FCC and he thought the Committee would find that Commissioner Craven disagreed with some portions of the outline of his testimony on the Sanders Bill, which previously had been distributed to Commission members.

Rep. Sanders then alluded to a Dec. 12, 1941 Commission document dealing with activities of a committee created for the organization of a censorship office, on which the FCC was represented. Mr. Fly recalled this meeting was called a few days after the war and that FCC Chief Engineer E. K. Jett and Attorney Harry Plotkin had attended these sessions and had continued their contacts.

Rep. Sanders then quoted an extract dealing with control of "views and opinions" over the air and the statement that the FCC had the power to revoke licenses on that basis.

Youngdahl Told His Opinion Is 'Moonshine'

Agreeing with the statement, Mr. Fly said it related to war activity and to possible subversive use of radio. He disagreed violently with Rep. Sanders' contention that this stemmed from a peacetime law, asserting it was directed to wartime application. When any station violates a fundamental law, the FCC can refuse to let it continue operation, Mr. Fly said. Mr. Fly said he had no objection to the suggestion of Rep. Sanders that there might be a grant of power in wartime to meet special conditions, but said that "we're looking for things to worry about". He commented that there had been no serious difficulties on subversive use of stations since the war.

When Mr. Fly pointed out that 90% of the FCC's work was devoted to the war and that, with all

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In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
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Three cities thriving with diversified industry, plus 29 prosperous urban communities—in the midst of 11,000,000 acres of the nation's richest farm land.

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WTAD, Quincy (CBS), is THE ONLY network station within the boundaries of its primary and secondary area.

about which ONE Retailer Says
Mr. Emil F. Halbach, Vice President, Halbach-Schroeder Co. (leading Department Store): "We have used a 15-minute program on WTAD six times a week for several years, and additional spots from time to time. The fact that we are continuing speaks for itself."

Now's the Time to Get WTAD "Pulling" for You—Because Radios keep Tuned to . . .
"930 on the Dial"

WTAD
QUINCY, ILL. C. B. S. 1000 Watts
THE KATZ AGENCY National Representative

deference to the Committee, he was opposed to any moves which would mean throwing that task aside, Rep. Youngdahl (R-Minn.) interposed he was very much interested in that statement and that it was "absolutely correct". Then Rep. Youngdahl asked why the FCC should not postpone the network monopoly rules until the war is over, on the same premise. Mr. Fly said the study had been completed for more than a year and that there was no work to be done.

In a detailed interchange, Mr. Youngdahl said it is still up to Congress to pass on the question and that he had been very much impressed with the calibre of witnesses who had appeared before the Committee and who had the public and war interests in mind. These witnesses, he said, thought much confusion and disturbance would result and that it was his feeling the Commission would do well to suspend the regulations for the duration.

"That's a lot of moonshine," Mr. Fly retorted. When Rep. Youngdahl commented: "That's your opinion," Mr. Fly countered "That's a fact."

There ensued a discussion of availability of stations on networks for public service broadcasts and congressional speeches. Mr. Youngdahl took the position that while time unquestionably could be cleared for the President, stations generally would prefer the "dollar sign" to speeches of lesser lights. Mr. Fly, however, insisted that as good as, if not better, coverage could be counted on for such programs under the rules. Stations generally want to carry such features and are not primarily interested in the return, he insisted.

He said the issue was being narrowed to whether Congress wanted the networks to force stations to take programs against their will and better judgment as to what is in the public interest. This point, however, was not pursued by Rep. Youngdahl.

Recalls Reaction Of Senate to Claims

Chairman Fly said that stations generally, in his judgment, preferred good public service programs to programs "from Hollywood and Broadway". He disagreed that the network rules would cause any confusion, pointing out that he had "lived with these monopolies for a number of years". He again discounted the predictions of ruin and disaster to business. The Senate considered the same issues presented to the House Committee against the monopoly rules and disagreed with the major networks and with Commissioner Craven's views, he added.

Irrespective of whatever Messrs. Sarnoff or Paley think, Mr. Fly contended, the arguments against the rules "do not amount to a hill of beans". He added that the question of profits is not being dealt with, but that he thought the networks would stand to make more under the rules. "It wouldn't hurt if they made less," he said, reiterating previous testimony that "these big outfits make a 60% return on their investments."

If MBS, with its physical setup, can get along under the rules, Mr. Fly said he thought it followed that the two big network companies can make plenty of money under the same conditions under which MBS has "hobbled along". Moreover, he held that better programs would result from the competition.

Rep. Youngdahl pursued his contention that the rules should be suspended because of the fear of upsetting the system during war, but Mr. Fly insisted that if the Congressman read the FCC's monopoly report, "you'll be on my side".

"I suppose that after the rules, the next step will be the breaking down of clear channels," Mr. Youngdahl commented.

Alluding to his testimony of the preceding day on clear channels, Mr. Fly said that the FCC does not propose to do anything on that subject during the war, because of its preoccupation with other things.

Control Of Foreign Language Outlets

Rep. Kennedy (D-N.Y.) asked in a general way about control of foreign language stations and the policy of licensing new stations. Mr. Fly explained the present voluntary controls set up by the foreign language group, under FCC scrutiny.

Rep. Sanders (R-Pa.) alluded to Chairman Fly's testimony on exclusivity and option time. He asked whether it would not be possible for networks, by the payment of option money to purchase time, to acquire what amounts to exclusive time anyway. Mr. Fly indicated this presumably could be done, but held that under the FCC rules stations would assume their proper license obligation.

When Rep. Wadsworth reopened the Lowell Thomas-Sun Oil case and asked whether Mr. Fly proposed to suggest that the sponsor be compelled to cover a larger territory, Mr. Fly reiterated he did not know the solution. He said it might mean a rebroadcast for the national coverage or cooperative local sponsorship, as is being done on certain other news programs. He said there was no way Congress or the Commission could force such a situation, although it might be done by legislation.

The FCC newspaper-ownership investigation was reopened by Rep. Brown (R-O.), who pointed out he had been absent for some days because of a flu attack. Chairman Fly reiterated his previous testimony that the FCC should dispose of the matter within a very few months. He said it may well be that the Commission will refer the whole matter to Congress and "put it right in your lap", or it may decide it has jurisdiction and take other steps.

Chairman Lea thanked Mr. Fly for his detailed testimony and the Chairman said he stood at all times ready to appear before the Committee. He said it was his plan to maintain a "closer contact" with the Committee to advise it of the work of the FCC.

Craven Favors Changes In Operation of FCC

Calling Commissioner Craven to the stand, Chairman Lea commented that it was "wholesome" to have members of the Commission express their own opinions as individuals and that it was "far better to have men of that type than men who sacrifice too much in the interest of unity and harmony."

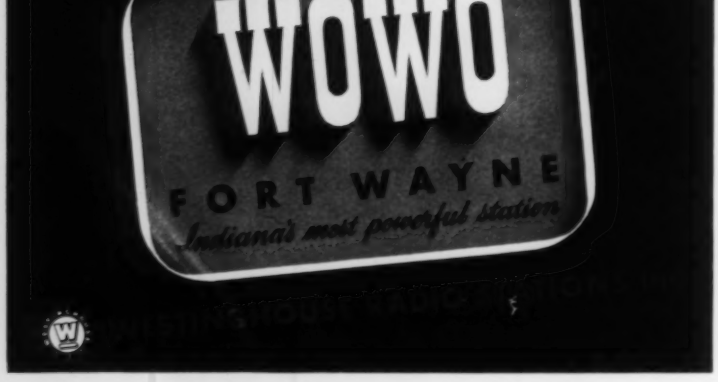
Mr. Craven read a statement prepared by himself, covering all controversial phases of the FCC's functions. He commended Chairman Fly's leadership but suggested changes in FCC operation to eliminate confusion growing out of varying interpretations.

He supported the Sanders Bill and made a number of suggestions. He explained why he had opposed the FCC majority's chain monopoly report and held that some form of option time was essential in the proper conduct of networks.

Mr. Craven alluded briefly to his background of 29 years of service in communications and his service as a member of the FCC since 1937. He regarded the Commission as an agency created by Congress to administer policies established by Congress and not as an agency empowered to promulgate new "social-economic policies." When the Commission encounters conditions and problems not foreseen at the time basic legislation was enacted, he said, it seemed most desirable that it should return to Congress for further instructions.

Mr. Craven described the Communications Act of 1934 as excellent legislation, but pointed out that some parts of the Act may require clarification and some re-

A MOTHER who has lost a son in this war gives her aid in raising finances for the war effort. Mrs. George B. Cannon, mother of Lt. George Cannon, first Marine to die in the defense of Midway Island last Dec. 7, looks over the script for the *Bondwagon*, program originated by CKLW, Detroit, and carried by all the city's stations: Watching are (l to r) Frank Burke, CKLW production chief; Ivan Frankel, radio director, Simons-Michelson agency, Detroit; and Woody Herman, bandleader.



WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

vision. Most broadcasting problems grow out of the shortage of frequencies, he said. He criticized, without indulging in personalities, many practices of the FCC and asked specific instructions from Congress on policy questions. In view of recent controversies, he said it seemed desirable that Congress should specify more clearly to what extent it desires the Commission to regulate broadcasting. If it wants business practices of licensees to be regulated, it should say so or clearly specify the reverse.

He asked Congress to decide if the Commission has power to take into account alleged violation of laws, other than the Communications Act, which affect the conduct of licensees, referring specifically to purported violation of the anti-trust laws by the networks in the chain-monopoly proceedings. He believed such alleged violations should be taken into account by the FCC only after conviction in other jurisdictions.

Favors Two Separate Divisions for FCC

Com. Craven approved provision of the Sanders Bill to set up the FCC into two autonomous divisions. Chairman Fly previously had vigorously opposed this provision.

The administrative and judicial work of the Commission can be divided along natural lines, he said. In urging separation of the FCC's functions, Mr. Craven thought experience had shown the dissimilarity of problems in various fields and the danger of attempting to deal with them with the same personnel.

Under cross-examination, Mr. Craven declared such a reorganization would not disturb the FCC's war work. He said it could be done practically overnight, facilitating the FCC's work and relieving the chairman of arduous duties.

He felt that in some instances a full and fair hearing has not been given to all parties with a legitimate interest in FCC proceedings. Moreover, he said the manner in arriving at judicial decisions seems, in some instances, to be at variance with recognized practice and fair play. Instructions from Congress would be tremendously helpful to parties having business before the Commission and the Commission itself, he added. Attempts to safeguard public interest by expediting procedural matters "cannot be carried to the point of entirely abolishing private rights," he said.

Favoring the judicial review provisions in the Sanders Bill, Com. Craven said that while this would be helpful, he could not regard it as "an adequate substitute for efficient administration by competent and reasonable commissioners." He said he was concerned over the long delays involved in litigation.

NAB proposals to the Committee have merit, he said, favoring particularly the proposal for declaratory rulings. The Commission's recent experiences with the chain broadcasting rules might have been avoided, he said, had it been able to render a declaratory ruling and had that ruling appealed to the courts before the rules became operative.

The NAB proposal relating to unauthorized penalties and sanctions is worthy of consideration, he said. The third NAB proposal, he declared, would do no more than place in statutory form the law as already stated by the Supreme Court in the Sanders case.

Should Ask Directions From Congress

Favoring Section 6 of the Sanders Bill, Com. Craven said the Commission would not be expected to concern itself with the price paid for any station except insofar as that price might disqualify the purchaser to operate in the public interest.

Coming to the controversial Section 7, which would require the Commission to study and report on virtually all of the current issues, Com. Craven said that either now or later the Commission should make a report and recommendations on the subjects and request directions from Congress.

Mr. Craven said he felt Congress had not seen fit to confer upon the Commission the power to regulate business practices or policies of stations. He said he could see no reason why such power should be conferred when stations are considered in the aggregate as networks.

Asserting networks are essential and that they operate efficiently and well, Mr. Craven said if legislation is considered necessary, Congress itself should outline specific practices.

Urging freedom of action both from the economic and practical standpoints, consistent with provisions of law, Mr. Craven suggested it might be helpful for Congress to enact certain provisions to serve as guideposts for the industry but which do not directly or indirectly control its economic or program development.

In this respect, he suggested as the maximum five possible restraints upon networks over the ability of a licensee to exercise his responsibility, which might be covered in the law.

He enumerated these as: (1) Where the station is prevented from broadcasting public service programs of any other network organization, with all programs broadcast by any public officer or on behalf of any government either local, state or national; (2) which prevents the station from rejecting or refusing network programs reasonably believed to be unsatisfactory, unsuitable or contrary to public interest, or from substituting therefor a program of outstanding local or national importance; (3) which prevents another station serving a substantially different area from broadcasting any network program or programs; (4) which provides by original term, provisions for renewal or otherwise that the station will broadcast the programs of the network organization for a period longer than three years; (5) which gives the network organization an option upon periods of the station's time which are unspecified, or which can be exercised upon notice to the station within less than a reasonable time, such as 28 days.

With these safeguards, Com. Craven said he believed the overall result will be far superior to the adoption of any plan whereby both networks and licensees are subjected to the ever-changing economic views of an ever-changing licensing agency.

Opposing licensing of networks, Mr. Craven said this would inevitably limit rather than encourage competition between networks. Networks are program production and sales agencies, he said, and if required to apply to the FCC for a license, the Commission will inevitably become both their economic mentor and the judge of the propriety of their program material. "This is censorship in its worst form and it is difficult to see where such action would end if once commenced."

Suggests Policy for Newspaper Stations

Agreeing that Congress might be justified in providing special qualifications for station licensees, Mr. Craven said he did not believe it should be based on the occupation or other business interests of the owner of the station, as suggested in the newspaper field.

Pointing out he had voted against

Signs Comedy Team

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels) on Oct. 10 will start a new weekly CBS variety series built around Lou Abbott and Bud Costello. Although details were not available, deal was signed with Wm. Esty & Co., through Music Corp. of America, for the comedy team to head a package show to start in fall. Besides augmenting the half-hour broadcast with guest talent and a featured vocalist, it is understood MCA may rotate name bands in the Hollywood area.

"When I hear my master's copy on WFDF Flint Michigan, I get quite a bang out of it."

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the whole newspaper inquiry but had asked that the matter be decided by Congress, Com. Craven said newspaper-owned stations seem to operate very much like any other good radio stations. If Congress is to redefine and fix the qualifications of any station, Mr. Craven suggested that it do so by providing that on and after a date to be fixed, no license shall be granted for such a station except to a corporation whose charter and by-laws provide that the business of the corporation is limited to the business of broadcasting.

If further limitation of control is desired, the charter of such corporations should prohibit interlocking directorates and duplication of officials in public utility legislation.

Com. Craven did not believe any limitations should be placed by Congress or otherwise upon the number of broadcasting services which a network may conduct. As new services such as television, FM and facsimile are opened, first for experimental work and later on a regular basis, it develops that those who are best equipped technically and willing to make the investment are those engaged in similar types of public communication, he said.

As to the number of stations of any class which may be licensed to any network organization, Mr. Craven said it is agreed that network organizations should be permitted to own stations in those cities and at those points where ownership is necessary for program origination and for proper network operation. The hitch comes in an attempt to fix those points. He believed Congress and not the Commission should impose any limitations found necessary. Com. Craven attacked the policy of encouraging too many stations in the business markets and of sacrificing rural coverage and equitable distribution of facilities.

AIRWAYS TO SKYWAYS. George M. Cahan (right), formerly program director of WTNJ, Trenton, and prior to that an announcer for WHP, Harrisburg, and WCAU, Philadelphia, was graduated July 3 in the aviation cadet class at the Columbus, Miss., air base. Cahan made his last appearance before the mike, being interviewed by PFC Bob Becks on *Air Base Items*.

Reasonable Balance Should Be Struck

Declaring he believed in sound competition, he said the forcing of unsound competition will nullify directions of Congress to distribute facilities fairly and equitably. Mr. Craven added he felt a reasonable balance has to be struck, with emphasis on freedom of speech rather than commercialism.

The three classes of stations—clear, regional and local—remain the best solution for the exercise of free speech with the few channels available, he claimed. He urged that all are necessary for a balanced broadcast structure, but added that care should be exercised to avoid deterioration of service provided by clear channels. Through such facilities service is provided to small towns and rural areas, and when one of these channels is permitted to disintegrate or to be used for some other purpose, "we irrevocably prejudice our position both nationally and internationally."

In one sense clear channels provide a radio reserve for the future, Com. Craven said, adding that it seems wasteful to use up all that is left of this natural resource merely to multiply existing radio service in large cities. He urged full hearings with participation of all interested parties before any further channels are molested.

Mr. Craven said grants have been made on an experimental basis "which cannot be justified on that basis, and conditions have been imposed in truly experimental licenses which are of doubtful benefit and value if true experimentation is to be fostered and encouraged."

Technical Progress Of Radio Foreseen

Mr. Craven said nobody can predict either the technical course or the economics which will affect technical progress. Recent inventive activity has centered around electronic research in the microwaves, he said. This means the present spectrum will be extended considerably, making a little more space not only for some sorely needed radio channels, but also for new radio uses.

Development of new circuits, electronic tubes and types of antenna has opened a "wide vista for the peacetime application of electronics to all sorts of activities, including communications and broadcasting", he said. The most interesting development was what he called "wide band transmission", which will facilitate television and electrical methods of transmitting quantities of printed matter. FM will enhance quality and extend the range of local stations and accommodate a large number of new stations, he added.

"I foresee the day when not only will we have color television broadcasting stations all over the country, but also when every telephone will have its corresponding video attachment. People living in rural areas will be able not only to hear and see the radio news commentator, but also will have the newspaper itself delivered by radio."

He foresaw a new era which he termed the "electronic era", and a huge new industry providing the "kind of life-blood the nation will require after the war", with new communications problems for Congress and the Commission.

"Therefore, it seems essential that we do not base long-term legislation upon what may appear to be a good detailed solution of today's minor troubles in radio. I hope any new legislation will contain statements of broad policy together with such checks and balances as are deemed necessary to insure the development of radio as a free American enterprise."

Mr. Craven said on cross examination he thought affiliates should have more flexibility in exercising their licensing responsibilites. He thought contracts wth networks should be limited to three years, which would give opportunity to other outlets for network affiliation. He felt option time was absolutely necessary.

Rep. Sanders asked about the letter of last September sent by Chairman Fly to the Committee relating to the Sanders Bill. Mr. Craven said it was not discussed at any Commission meeting as far as he was aware and that he did not get a copy of it "until a few weeks ago". He said he did not recall having seen the letter by circularization. Other legislative matters from time to time have been discussed at meetings but not extensively, he said. He suggested all such matters of policy be discussed by the Commission under the leadership of the chairman. He said he was not the only member who favored a two-division FCC.

Asked if his five suggestions on network-affiliate affairs would correct the "evils" enumerated by some witnesses, Mr. Craven said he did not see "the same evils" and that he thought it was necessary for time clearance that networks have firm options. Asked concerning the KOB case, Mr. Craven said he was familiar with it and had voted against the experimental grant on the WJZ clear channel the last time it came up and thought there should be a hearing.

On procedural provisions, Mr. Craven said he thought it was highly desirable that the man who conducts the hearings should make the report to the FCC. The presiding officer "sees and hears the witnesses", he said. He urged against mixing of "the prosecuting and judicial functions".

He said he was of the firm conviction the Commission did not have any authority on newspaper ownership, that he voted against the proceeding, and wanted the issue presented to Congress.

National Policy in Stahlman Case

Alluding to the decision of the court of appeals in the Stahlman case, involving the right of the Commission to subpoena James G. Stahlman as a witness, Com. Craven said there is a basic national policy involved and the FCC as an agency of Congress, should ask for instructions.

The clear channel-high power question was opened by Rep. Brown. Com. Craven explained that as an engineer he favored higher than 50,000 watts, but as a commissioner there were social and economic factors to be considered. Moreover, he pointed out that the Senate adopted a resolution several years ago opposing power in excess of 50,000 watts. Asked whether this was a law or simply a warning, Commissioner Craven said "it's law to me".

To correct present lack of coverage in underserved areas, Com. Craven said, would require a redistribution of facilities. He agreed that higher power would tend to help this, and said he would favor increase in daytime power on local stations now, except for the critical material situation.

He said there had not been a proper survey of the economic and social aspects of higher power, and until that was done he would

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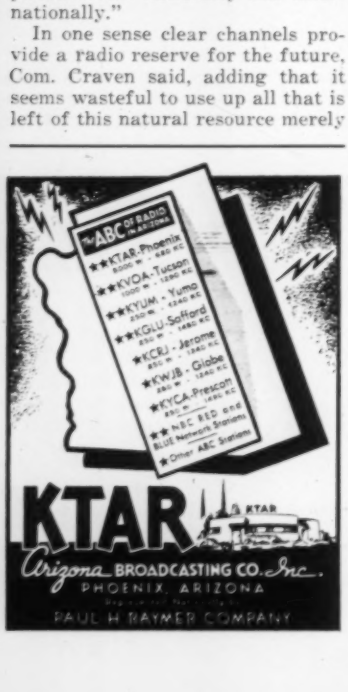

not be in a position to decide, except from the engineering standpoint. He urged that Congress refrain from placing a limitation on power. A 500,000-watt station at night would reach half the nation, he said.

He declared he knew of no real interference caused when WLW operated with 500,000 watts and he knew of no stations that had been put out of business, but there had been serious complaints from many smaller stations.

Com. Craven said that in the post-war development, there may be a combination of FM and television that will afford a new kind of service to the public and if that comes, the importance of power in excess of 50,000 watts may be negligible. FM will cover greater areas, he predicted.

Describes Rules As Revolutionary

At the afternoon session, Com. Craven was cross-examined further, primarily by Reps. Youngdahl and Hinshaw. He defined his view of each of the eight chain-monopoly rules, elaborating in detail on the opinions expressed in his prepared statement. He held that if stations can have first call on network time, then it was only proper that the reverse should be true. Replying to Rep. Youngdahl, he said the rules would "revolutionize" broadcasting.

Rep. Hinshaw asked about "political pressure" on the FCC on station grants, and Mr. Craven asserted he had never been asked to do anything he regarded as "wrong" and felt there was no reason members of Congress should not express interest in their constituents. He said that other than the efforts of MBS in seeking action on the network rules, he recalled no other instance in which stations or networks had sought Commission intervention on business practices. Stations have "griped" about networks but have asked no formal aid.

The FCC has not divided along political lines, Com. Craven declared. Usually it divides 5 to 2 or 4 to 3 on some issues. The dissenters are usually one Democrat and one Republican, and in some instances, two Republicans.

Rep. Patrick (D-Ala.) indicated he favored the position taken by Chairman Fly for more competition and greater opportunity in the network field, to which the witness replied that all he sought was an expression from Congress on these policy questions, rather than arrogation of questionable power. Com. Craven said, replying to Rep. Hinshaw, that he thought the question of insufficient outlets in cities having less than four stations could be handled "without breaking down the whole system" and through the application of a little thought and ingenuity. The Cleveland situation, one of 23 cities said to have insufficient outlets for four networks, could be handled by licensing an additional station.

Rep. Hinshaw said he hoped the Commission through the use of "common sense" will settle down and get these situations adjusted without necessitating protracted legislation and litigation.

FCC Chief Engineer E. K. Jett read into the record a statement dealing largely with technical aspects, and more particularly to the clear-channel situation. He seconded Mr. Fly's motion that modification of the Communications Act, or any remodeling of the law be held in abeyance until the impact of post-war problems and other developments become clearer.

The hearings were adjourned after Edward Hidalgo,, attorney for RCA and its subsidiaries, placed on the record a statement of Mark Woods, BLUE president, opposing the time-option ban. Mr. Hidalgo said the statement was presented in the light of testimony of MBS witnesses on the network rules and the status of the BLUE [See page 7].

LISTENING INCREASES

Hooper Finds Audience Above That a Year Ago

DESPITE RATIONING of gasoline, greater employment and greater "away-from-home" local activities associated with the war, radio listening remains at higher levels than it reached a year ago, according to the C. E. Hooper results reached in the second study of evening listening made since rationing went into effect on the Eastern seaboard [BROADCASTING, June 8].

Hooper's sets-in-use figure or overall listening in the evening throughout the Eastern and North Central time zones, was up to 26.2 for the first seven days of June, 1942, or an increase of 1.3% points over 24.9 registered for the same period last year.

As further evidence that "the rationing areas are entirely responsible for the gain in the overall figures," Hooper also calculated the sets-in-use figures separately in eight cities in the gasoline rationed and eight cities in non-rationed areas. The figure for non-rationed areas was found to be 23.1, while in rationed areas it was 27.7.

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NOT WHILE THIS RADIO IS TUNED INTO
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ST. LOUIS, MO.
630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

WEBR Sale Gets Approval by FCC

Buffalo Station Transferred To Rival Local Newspaper

CONSENT for the *Buffalo Evening News* to sell WEBR to its rival newspaper, the *Buffalo Courier-Express*, and Paul E. Fitzpatrick was given June 30 by the FCC.

In approving the deal, which in some respects is contrary to the Commission's Order 79 withholding approval of all grants which would place a station in a newspaper's hands, the FCC pointed out the WEBR transfer would alleviate a monopoly situation, especially since the *Evening News* owned two of the city's five stations.

Transfer Advantageous

Accordingly, the FCC's memorandum opinion on the decision stated that a greater advantage would result from the sale than otherwise. The other *Evening News* station is WBEN, an NBC outlet, which is unaffected by the deal. WEBR operates with 250 watts on 1340 kc.

Under the terms of the transfer [BROADCASTING, May 25], the *Courier-Express* is acquiring 75% of WEBR Inc. for approximately $124,500 and Mr. Fitzpatrick buys the other 25% for $41,500. In acquiring WEBR, the assignees also take over cash assets of about $78,000 and accounts receivable of more than $18,000, plus real estate valued at $47,000.

Mr. Fitzpatrick, who becomes the new president of the station, is a former Democratic chairman of Erie County. His father for many years was outstanding as a Democratic leader in New York State.

The *Buffalo Evening News* acquired WEBR in 1936 and since then has made numerous technical and programming improvements, including installation of a new antenna, improvement of the studio setup and bringing the BLUE into Buffalo. It is estimated that the actual cost to the *Courier-Express* and Fitzpatrick is less than $60,000 when the assets that they are also acquiring in the deal are considered.

HOOKUP INCREASES ARE NOTED BY BLUE

THE AVERAGE number of stations used by commercial sponsors on BLUE evening programs has risen from 31 in February, 1936, to 70 in February, 1942 (taking February as a typical month over a six-year period), according to a general report on the progress of the network by Edgar Kobak, BLUE executive vice-president, to Mark Woods, president of the BLUE.

Figures for the past few months also show a continued upward trend, Mr. Kobak stated, with the average number of stations in March, 1942, totalling 70, in April the figure being 71, and in May, 72.

A review of both day and evening commercial programs currently on the BLUE shows sponsors of 10 programs using more than 100 network stations: Adam Hat Stores, Affiliated Products (Edna Wallace Hopper cosmetics), Anacin Co., Bayer Co., Bristol-Myers Co. (Mum), Andrew Jergens Co. (Jergens and Woodbury shows), Pepsi-Cola Co., Chas. H. Phillips Chemical Co. (Haley's M-O), R. L. Watkins Co (Dr. Lyons toothpowder), Wyeth Chemical Co. (Hill's cold tablets), and Ford Motor Co., starting July 12.

GILLETTE SAFETY RAZOR Co., Boston, will sponsor Tami Mauriello-Clarence Burman boxing match on 189 MBS stations, Thursday, July 23, 10 p.m., and Sammy Angott-Ray Robinson boxing match on 189 MBS stations, Thursday, July 30, 10 p.m. Agency is Maxon, Inc., N. Y.

HAS NANNIE (Ky.) GOT YOUR GOAT?

If your sales in Nannie (Ky.) aren't leaping and bounding, don't let it throw you. 57.1% of Kentucky's effective buying income is concentrated in the *Louisville* Trading Area! To reach every radio home in this Area, without paying extra for coverage you *don't* want, your best bet is WAVE—the only NBC station for 100 miles around! Write for all the dope, *now!*

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5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

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Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 27 TO JULY 3 INCLUSIVE

Decisions . . .

JULY 1

WBAL, Baltimore—Granted special service authorization for changes in directional antenna and relax minima in direction of KTHS to 65 mv/m.

KMYC, Marysville, Cal.—Granted construction permit to move transmitter and studio location.

WCOS, Columbia, S. C.—Granted consent to assignment of license to Carolina Broadcasting Corp. for total consideration of $72,000.

WLIB, Brooklyn—Granted consent to assignment of license to WLIB Inc.

WDAE, Tampa, Fla.—Denied special service authorization for 770 kc., unlimited time, with directional antenna night; designated for hearing application for CP to change frequency to 770 kc. and make changes in directional for night only.

WPTZ, Philadelphia—Granted modification of construction permit for new television station to make changes in antenna system, increase ESR to 1,000 and extension of completion date.

NEW, Mosby's Inc., Anaconda, Mont.—Granted motion to dismiss without prejudice application for new station.

WCHV, Charlottesville, Va.—Granted request for dismissal of application for modification of construction permit for extension of completion date.

WHAL, Saginaw, Mich.—Granted request for dismissal of application for modification of construction permit for extension of commencement and completion dates.

WIS, Columbia, S. C.—Granted modification of construction permit as modified for extension of completion date to 9-25-42.

KGER, Long Beach, Cal.—Granted modification of construction permit as modified for extension of completion date to 10-12-42.

KHSL, Chico, Cal.—Granted modification of construction permit as modified for extension of completion date to 8-16-42.

KICD, Spencer, Ia.—Granted modification of construction permit for change in type of transmitter.

KMPC, Beverly Hills, Cal.—Granted modification of construction permit for extension of completion date to 8-2-42.

KTRH, Houston—Granted modification of construction permit as modified for extension of completion date to 9-10-42.

KSAM, Huntsville, Tex.—Granted modification of license for move of studio to transmitter site at Walker County Fair Grounds.

WKY, Oklahoma City—Granted modification of construction permit as modified for extension of completion date to 1-20-43.

WLBZ, Bangor, Me.—Granted modification of construction permit as modified for extension of completion date to 12-11-42.

JULY 2

WEBR, Buffalo—Granted consent to transfer of control to Paul E. Fitzpatrick and *Buffalo Evening-Courier*.

PETITIONS FOR RECONSIDERATION AND GRANT DENIED—Lexington Broadcasting Co., Lexington, Ky.; John D. Ewing, New Orleans; The New Haven Broadcasters, New Haven; Hugh Francis McKee, Portland, Ore.; Fort Smith Newspaper Publishing Co., Fort Smith, Ark.; Capital City Broadcasting Co., Topeka; Associated Broadcasters Inc., Indianapolis; Herald Publishing Co. and Dorman Schaeffer, both of Klamath Falls, Ore.; Barclay Craighead and Hennessey Broadcasting Co., both of Butte, Mont.; Herman Radner, Detroit (all the aforementioned new station applicants and now designated for hearing, dates not yet set).

KALB, Alexandria, La.; WIBC, Indianapolis; WBOC, Salisbury; KOAM, Pittsburg, Kan.; KCMO, Kansas City, Mo.; WHAS, Louisville; WHEB, Portsmouth; WIOD, Miami; WNOE, New Orleans; WRLC, Taccoa, Ga.; WMBR, Jacksonville, Fla.; WFCI, Pawtucket, R. I.; KHQ, Spokane; WLW, Cincinnati; KDYL, Salt Lake City; KSUB, Cedar City, Utah; KDNT, Denton, Tex. (all the aforementioned for power increases or frequency changes with no dates set yet for hearing except KALB, July 8).

KFRC, San Francisco Denied petition against April 8 grant to KFAR.

NEW, Imes-Weaver Broadcasting Co., Murfreesboro, Tenn.—Granted petition to dismiss application without prejudice.

NEW, Southwestern Michigan Broadcasting Corp., Kalamazoo Same.

NEW, Peter Q. Nyce, Alexandria, Va.—Denied petition to preserve status quo application and designated for hearing.

NEW, J. Marion West, W. Westley West and P. M. Stevenson, Houston—Denied petition requesting no action on applications until issues set forth in Order 79 are determined and designated same for hearing.

Applications . . .

JUNE 30

WBNY, Buffalo—Modification of license to change frequency from 1400 kc. to 680 kc.

KTRB, Modesto, Cal.—Modification of construction permit as modified requesting extension of completion date to 11-30-42.

KTAR, Phoenix—License to use formerly licensed Western Electric transmitter as an auxiliary with 1 kw. power.

JULY 3

W49BN, Binghamton, N. Y.—Modification of construction permit as modified requesting change in type of transmitter, antenna changes and extension of completion date to 60 days after grant.

WERC, Erie, Pa.—Modification of license to change to 1330 kc. and change power to 100 watts night, 250 day.

KOB, Albuquerque—Modification of construction permit as modified for extension of completion date to 10-1-42.

KIEM, Eureka, Cal.—Special service authorization to operate with 1 kw., on 1480 kc., unlimited time.

Tentative Calendar . . .

NEW, Beauford H. Jester, Individually and as Trustee, Waco, Tex., CP for new station on 1230 kc. with 250 watts unlimited (further hearing, July 6).

WIBC, Indianapolis, Ind., CP for new station on 1070 kc. with 5 kw. night and 10 kw. day, unlimited, with directional antenna night. (July 7.)

WSAM, Saginaw, Mich., modification of license, 1400 kc. with 250 watts unlimited (July 8).

KALB, Alexandria, La., CP for 580 kc. with 1 kw., directional antenna night, unlimited time (July 8).

RICHARD L. LINDKROUN, formerly program director of WJSV, Washington, has been commissioned an ensign in the Navy in the small boats division.

CHAMPION'S GRIN has Herbert S. Chason, CBS research man, who won this year's annual CBS golf tournament at the Rye Country Club. He holds the Lawrence W. Lowman trophy which he took with a low net of 76.

Dr. Chas. Fleischer

DR. CHARLES FLEISCHER, 71, former CBS commentator, died July 2 as the result of a heart ailment. Dr. Fleischer began his career as a rabbi in Boston but turned to newspaper work and became editor of the editorial page of the *New York American* in 1922. Since 1929 he has been a lecturer and writer.

Pearson Continues

ROBERT S. ALLEN, commentator and columnist who shared the Sunday 6:30-6:45 p.m. news period on BLUE with Drew Pearson for Serutan, made his final broadcast July 5, having received his commission as a major in the U. S. Army. Pearson associated with Allen in both journalism and radio will continue to broadcast for Serutan, a product of Healthaids Inc., Jersey City, handled by Raymond Spector, New York.

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Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

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Network Accounts

All time Eastern Wartime unless indicated

New Business

SCUDDER FOOD PRODUCTS, Monterey Park, Cal., (potato chips, peanut butter, toasted nuts), on June 27 starts for 5 weeks *Bob Garred News* on 4 CBS California stations (KNX, KARM, KROY, KQW), Sat., 5:45-5:55 p.m. (PWT). Agency: Brisacher, Davis & Staff, Los Angeles.

BENSON & HEDGES, New York, (Virginia Rounds) on Aug. 17 starts *Paul Schubert, News Analyst* on MBS, Mon. thru Fri., 10:30-10:45 p.m. Agency: Duane-Jones, N. Y.

Renewal Accounts

PACIFIC COAST BORAX Co., New York (20-Mule Team Borax, Soap Chips, and Boraxo), on July 2 renewed for 52 weeks *Death Valley Days* on 59 CBS stations, Thurs., shifting time from 8-8:30 p.m. to 8:30-8:55 p.m. Agency: McCann-Erickson, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Aug. 1 renews for 13 weeks *Your Hit Parade* on 106 CBS stations, Sat. 9-9:45 p.m. (rep., 12 midnight-12:45 a.m.). Agency: Lord & Thomas, N. Y.

GENERAL MILLS, Minneapolis (American Red Cross), on July 2 renews for 13 weeks *Thus We Live* on 31 CBS stations, Thurs., Fri., 9:45-10 a.m. Agency: BBDO, N. Y.

Network Changes

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on July 13 shifts *Lum & Abner* on 65 BLUE stations from Mon., Tues., Thurs., Fri., 6:30-6:45 p.m., repeat at 8:30-8:45 and 11:15-11:30 p.m. to Mon. thru Thurs., 8:15-9 p.m. having shifted on July 4, repeat from 10:30-10:45 p.m. to 11:15-11:30 p.m. Agency: Wade Adv. Agency, Chicago.

WM. WRIGLEY JR., Co., Chicago (Doublemint gum) on July 12 shifts *Melody Ranch* on 68 CBS stations from Sun 6:30-7:15 p.m. (EWT) to 6:30-7 p.m. (EWT). Agency: J. Walter Thompson Co, Chicago.

BAYUK CIGAR Co., Philadelphia (Phillies) on June 27 discontinued Jack Stevens *The Inside of Sports* on 29 MBS stations and the Colonial Network, Tues., Thurs. and Sat., 7:45-8 p.m. Agency: Ivey & Ellington, Philadelphia.

NEW YORK CHANGE IN NIGHT BASEBALL

THE REMAINING 19 twilight and night baseball games of the New York Giants and New York Yankees are being broadcast exclusively on WMCA, New York, under co-sponsorship of General Mills, Minneapolis (Wheaties), and R. H. Macy & Co., New York department store, it was announced last week by Donald S. Shaw, vice-president and general manager of WMCA.

WOR, New York, which continues to broadcast the daytime games of the two teams, had originally farmed out the 29 home and away games to WNEW, New York, at the beginning of the baseball season April 14 [BROADCASTING, April 6]. That station, however, because of contractual obligations at 7 p.m., the time selected for "twilight games" by club owners after night games were ruled out by Army authorities due to dimout regulations, has voluntarily relinquished its rights to the remaining 79 games.

WMCA was selected to carry out the contract, the first night game having been broadcast July 1 at 9 p.m. from Philadelphia, and the first twilight game July 2 at 7 p.m. from the Polo Grounds in New York.

Benson & Hedges News

BENSON & HEDGES, New York, which started testing news programs for its cigarette brands on individual stations on the West Coast, the Mid-West and the New York area in the early part of the year, will use network advertising for the first time when it places Paul Schubert, news analyst currently heard on WOR, New York, on MBS in mid-August. Schubert, naval authority and author, who started his news programs on WOR for B & H Virginia Round cigarettes last April, will be heard on Mutual in the same period and for the same product, Monday thru Friday, 10:30-10:45 p.m. Agency is Duane Jones, New York.

BUTTON ORDERS
Heavy Demand for Industry Emblems Is Noted

WELL OVER 100 radio managers and employes, not to mention several dozen individuals not connected with stations or networks, have placed orders for the WJR-WGAR Lapel Button being distributed through BROADCASTING, and another order for the pins has been placed with the manufacturer.

The buttons, first introduced at the NAB convention, where the Richards-Fitzpatrick stations in Detroit and Cleveland gave them out as an industry rather than a private promotion, carry the legend: "Radio—In Service of Home and Country." They are designed to be worn by radio folk as an emblem of pride in the work they are doing in the war effort.

A second order of 1,000 pins has been exhausted, and a new order for the same amount placed, making it possible to sell the pins at 60 cents each which covers cost and mailing. Through BROADCASTING, as of July 1, orders came from 120 individuals, ranging from one to 100. The service is a non-profit gesture in the interest of unity.

Skippy Placing

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter), in a 52-week Southern California campaign starting July 10, will sponsor a weekly half-hour transcribed dramatic program, *Hollywood Theatre*, on KFI, Los Angeles. Other western stations will also be utilized. Sidney Garfinkel Adv. Agency, San Francisco, has the account.

AGENCY Appointments

O-CEDAR Corp., Chicago (polish, mops, waxes, insecticide), consistent user of spot radio, to Aubrey, Moore & Wallace, Chicago. John B. Dunham is the account executive.

LANE BRYANT, New York (women's apparel chain), to E. H. Brown Adv. Agency, Chicago. Harry Schneiderman is account executive.

KEYWAY SALES Co., Philadelphia (Skinkleer cosmetics), to Solis S. Cantor Agency, Philadelphia.

Express Account at Caples

IT WAS incorrectly stated in BROADCASTING, June 29, that the Air Express Division of Railway Express Agency, New York, had appointed Erwin, Wasey & Co., New York, as its agency. The entire account continues to be handled by The Caples Co., New York.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Program Director—Wanted at once. A well established radio station in the middle west wants a man who has had experience as a program director. He must be capable of producing ideas; building shows; able to handle a show on the air when necessary and take complete charge of the programming of the station. Wire or write full details. Box 616, BROADCASTING.

ANNOUNCER—Any license. Good voice. $32.50 to start. Raise in three months. Florida station. Box 617, BROADCASTING.

Are you a salesman making at least $400 per month? If you aren't satisfied with that much, or don't like your present location for good reasons, and can convince us with recommendations and sales evidence that Louisville, Kentucky is the right place for a man like you, then get in touch with Howard Perry, WGRC sales manager, at once. This is a rare vacancy caused by one top salesman going to the air corps and another buying himself a local advertising agency. This job takes a metropolitan man, not a high pressure boy from the Bronx. It is permanent to any producer. Reasonable draw to right man, against earned commissions. No dead beats, no drinkers, no politicians, no amateur station managers should apply. This is not a desk job. We have hot sidewalks. You won't make a lot of money at first. You will take over good accounts on the air over one of the best 250 watt MBS outlets in the nation, in a market of 500,000.

Transmitter Engineer—For 5 kw RCA equipped Station. Must be draft deferred. State experience, age, salary expected. Box 608, BROADCASTING.

Announcers—Send transcription, your picture and background. Four announcers needed $37.50 basic. AFRA. Eastern City. Box 614, BROADCASTING.

Situations Wanted

OPERATOR-ANNOUNCER—News. Program director. Draft exempt. Speak fluent Spanish. Prefer Western State. Box 606, BROADCASTING.

WOMAN CONTINUITY WRITER—Young. Experienced. Original. Mike. Now with network affiliate. Looking for more work and greater opportunities. Box 610, BROADCASTING.

Yankee Network "top" news editor-rewriteman Available immediately; 17 years experience, permanent. Box 612, BROADCASTING.

ENGINEER First class license, draft exempt, sober, not a drifter—in the habit of working. Prefer Ind. or bordering states. Now employed, available two weeks notice. Box 609, BROADCASTING.

Situations Wanted (Cont'd)

Operator—First class, experienced, copy transradio, draft exempt. Box 607, BROADCASTING.

MAN—With twelve years experience as commercial salesman and manager desires job in southern station. Write Box 618, BROADCASTING.

ANNOUNCER—Beginner, send transcription. Year radio college training. Versatile. Ideas. Go anywhere. Wilbur Dillner, 3748 Sheffield, Chicago, Ill.

Wanted to Buy

Blaw-Knox—Self-supporting tower 200 foot or over. Address P. O. Box 2299, San Antonio, Texas.

RCA or GR Modulation Monitor—Meeting FCC requirements. Station WPRA, Mayaguez, P. R.

Approved modulation monitor—3 broadcast motors and turntables with pick-up heads—1450 crystal. Box 611, BROADCASTING.

1 K.W. Transmitter—Must pass all FCC requirements and priced within reason. Box 619, BROADCASTING.

For Sale

Radio Station 250 watt independent, doing a major station job in one of America's most prosperous areas. Well equipped and well staffed. Splendid earnings. Illness forces this offer. Give evidence of financial ability in reply. Box 615, BROADCASTING.

FOR IMMEDIATE SALE All New Western Electric Broadcast Equipment. No. 443A-1 1000-watt AM transmitter, complete. No. 25A Frequency Monitor, with tubes. No. 731B Modulation Monitor, with tubes. No. MT8C Reproducer Set No. 559. No. CRJ 52 Reproducer ST609. Five No. 3000 Reproducers ST. No. 1126A Program Amplifier, with tubes. Also Complete Concentric Transmission Equipment made by Communications Products Co., including: 3,200 ft. ⅞ in. and 3,001 ft. ¼ in. hard-drawn copper line in 20-ft. lengths. One type 2001 dehydrating unit; plus all necessary couplings, anchor joints, end seals, expansion joints, needle and bleeder valves, pressure gauges and flare fittings, copper. Also 40,000 ft. (2,000 lb.) No. 8 bare copper wire for ground system, and 1,300 lb. No. 30 insulated copper cable. All is brand new, never used. For particulars write Box 613, BROADCASTING.

Miscellaneous

BOOK MANUSCRIPTS WANTED MERITORIOUS works of public interest on all subjects. Write for free booklet. MEADOR PUBLISHING CO., 324 Newbury Street, Boston, Mass.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
for
RESULTS!

Secrecy Cramps Progress, IRE Fears

Loyal Workers Should Gets Facts, Say Delegates

More IRE news on page 20

WAR'S IMPACT on the purely technological side of the nation's radio industry took top billing at the summer convention of the Institute of Radio Engineers, held June 29-July 1 in Cleveland. The Institute's board of directors announced that no further national meetings would be held for the duration.

Most disturbing note for the 300 engineers assembled in the Hotel Statler was the indication that distribution of technical information in the radio field is becoming more restricted as the war progresses.

Too Much Secrecy?

Arthur F. Van Dyck, president, warned that while the radio industry is "doing a tremendous job in the war effort there is danger of too confined compartmentalization of knowledge." Speaking for the IRE directors, he said they recognize the need for the right kind and degree of secrecy, but that they "view with some concern the present situation in the distribution of new technical information."

As the nation plunges deeper into the war, he said, "ways must be found of disseminating information to loyal workers, with security from the enemy, or our performance will be dangerously handicapped. Our enemies are excellent organizers in bringing all their abilities into focus. We must learn to do the same."

"Each and every laboratory thinks itself as self-sufficient and wholly competent . . .," Mr. Van Dyck said. "Mere coordination through executive heads and committees is not importantly beneficial. Ideas come from the technical workers themselves and each worker is fertilized only by technical details from other workers.

Effect on Strategy

"Ideas are more often sparked," he asserted, "by work in other fields than by work in the same field."

Van Dyck paid tribute to the part IRE is playing in the standardization of radio material for the armed services. Whereas radio designs for the Army and Navy have been radically different in the past, he said, radio technique and communication practices are so similar in the two armed services that a high degree of standardization between the two is possible.

The work has been in progress for several months, he said, under the guidance of the American Standards Assn. and the direct supervision of IRE.

Paul V. Galvin, president of the Radio Manufacturers Assn., warned that American radio engineers and technicians "are up against some clever engineers in the radio and electronics field in both Germany and Japan. An examination of the technical literature will show you that, and the Nazis have turned out apparatus which will command your attention and challenge."

He pointed out that the whole pattern of war tactics and strategy has been altered by the use of radio comunication and radio direction finders.

Galvin and Van Dyck spoke at a symposium on "What Radio Means in The War Effort," along with Neville Miller, president of the NAB, and E. K. Jett, chief engineer of the FCC.

Mr. Jett, also chairman of the coordinating committee of the Board of War Communication (formerly the Defense Communication Board), outlined FCC strides in supervising the nation's radio industry in wartime. He described systems now in effect to prevent vital information from falling accidentally into the hands of the enemy.

Research Cramped

He said the Board of War Communication's present wartime setup included: Plans for synchronization of broadcast stations operating with matched crystals; plans for pooling of broadcasting equipment to insure maximum service; closure of domestic point-to-point stations; labor-industry studies concerning the adequacy of trained personnel to fill wartime communication needs; establishment of new direct circuits with points throughout the world; war emergency service for civilian defense.

Mr. Miller paid tribute to the radio engineers and the rest of the industry in "accepting in their stride their increased responsibilities", but pointed out there is much more to be done.

Although more than a score of technical papers were presented during the three-day meeting, consensus of the engineers was that the war has set back research to an immeasurable degree simply by cutting down sharply the use of ordinary materials both for research itself and the commercial development of new products and technical improvements.

The pocket radio receiver received attention in the shape of a device developed by the Brush Development Co. of Cleveland.

The set, described by W. J. Brown of the Brush laboratories, is 6 inches high, 3 inches wide and 2 inches thick and is slipped into the pocket and connected to a tiny crystal receiver to be fitted into the ear much like a hearing aid. The wire also is the antenna for the set. The outfit is powered by two small batteries and peanut-sized tubes. Brown said it is ready for production.

G. E. engineers discussed newest developments in a television video relay system and mercury lighting for television studios. G. L. Beers and K. R. Wendt and G. L. Fredendall of RCA led discussions on focusing view-finder problems and the automatic frequency and phase control of synchronization in television receivers.

Frequency modulation developments were described at sessions and included a new transmitter-receiver for studio-transmitter relay, along with methods aiming toward ironing out FM distortion in loudspeakers.

Convention arrangements were handled by a Cleveland committee including Carl E. Smith of WHK-WCLE, chairman; P. L. Hoover of Case School of Applied Science, chairman of the Cleveland IRE section; R. Morris Pierce, chief engineer, WGAR; Allen E. Nace; Robert L. Kline; Karl J. Banfer; William G. Hutton; Frederick C. Everett; Bruce W. David and Mrs. Hoover, in charge of women's activities.

Drawn for BROADCASTING by Sid Hix

"False Alarm, Ma—It's Just the Radio!"

SEVENTH SYMPHONY
Famous Russian Work to Be Broadcast by NBC

AFTER A LONG series of international negotiations, NBC announced the first Western Hemisphere performance of Dmitri Shostakovich's "Seventh Symphony" would be broadcast by the NBC Symphony Orchestra under direction of Arturo Toscanini, July 19, 4:15-6 p.m. The program will also be shortwaved to the world on NBC's international stations.

Latest work of the Russian composer, written under the fire of Nazi attack on Leningrad, the symphony's score and parts were printed on 34 mm. microfilm, rushed via airplane from Kuibyshev to Teheran, by automobile to Cairo and again by plane to America. The musical work, subtitled "The Symphony of Our Times", was given its world premiere March 29 in Moscow.

Pepsi - Cola Preparing To Enter Latin Market

PEPSI-COLA Co., Long Island City, N. Y., which has been promoting its soft drink on the air for the past years with the Kent-Johnson jingle "Pepsi-Cola Hits the Spot," is planning to enter the Latin American market on stations selected by the company's local bottlers in various territories. Announcement was made last week by Walter S. Mack Jr., president of Pepsi-Cola.

The one-minute jingles, combined with local and native folk songs of each country, have been recorded in Spanish by the company's advertising agency, Newell-Emmett Co., New York, and have already been airmailed to Cuba, Hawaii, Santo Domingo, Puerto Rico, Virgin Island, St. Lucia, Guatemala, Salvador, Honduras, Costa Rica, Panama, Venezuela, British and Dutch Guiana, Peru, Bermuda, Jamaica and the Bahamas.

WSNY Names Healey

COL. JIM HEALEY, veteran news commentator and analyst, will head the news staff of WSNY, Schenectady, which expects to go on the air July 15. A former newspaper reporter, editor and publisher, Col. Healey turned to radio in the late 20's. He now conducts a news program on WTRY, Troy, N. Y., for the Stanton Brewery. According to WSNY, Col. Healey will edit all news programs for the station and as well as conduct a number of them. Hudson Coal Co. has already signed for a nightly newscast series.

Standard Concerts

STANDARD OIL Co., San Francisco, in a deal worked out, starting July 16 for eight weeks will originate from Hollywood Bowl the weekly *Standard Symphony Hour* on 33 Don Lee Pacific Coast stations, Thursday, 8-9 p.m. (PWT). Firm will broadcast one hour of the regular Thursday night Bowl concert. Agency is BBDO, San Francisco.

XUM

KWIK KWIZ

FOR AD-MINDED ANGLERS

K_ _ _ _ _ _ _

M_ _ _ _ _ _ _ _ _ _ _

B_ _ _

C_ _

Are you landing your limit in Midwestern sales these days? It's simple enough — a matter of casting a line out to KMBC's audience (one whopper that won't even *try* to get away). The lure that hooks listeners, of course, is programming, and KMBC is one of only three U. S. stations ever to win a Variety Award for Program Origination. It's the only Kansas City station regularly feeding programs to a coast-to-coast network. And KMBC carries the basic schedule of CBS — by surveys, Kansas City's favorite network. With such infallible entertainment bait, there's nothing at all fishy about the way KMBC advertisers reel in profits. Better hook up with this "9 Ways the Winner" station. It has a whale of a lot to offer you.

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS
K IS A KINGFISH
M IS A MUSKELLUNGE
B IS A BASS
C IS A COD